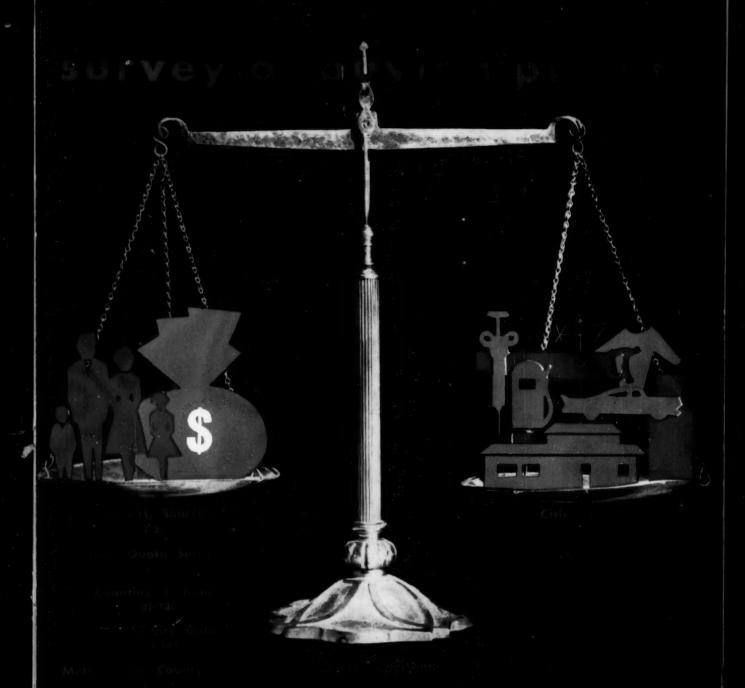
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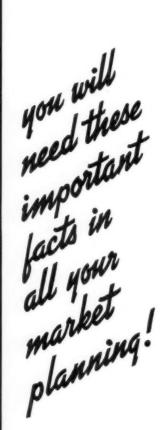
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To Help You Find the Data You Need-Quickly

For all its 820 pages and miles of statistics, the "Survey" is an easy book to use, though we would be the first to concede that anyone opening it for the first time might be struck—and we do mean struck—by the opposite impression.

That's why this year we have expanded the Table of Contents into a four-way index designed to lead the new and uncertain user directly to the data he is looking for while facilitating the research of the experienced user.

The "Survey's" thousands of columns of figures boil down to the three basic market factors—population, Effective Buying Income and retail sales—presented by types of markets—city, county, metropolitan, state, regional. The sections or "chapters" of the "Survey" correspond in the main to these kinds of markets and are listed below in "Contents" (Part 1), the small number of whose "chapters" emphasizes the simplicity of the "Survey's" groundplan and the immediate closeness of all data to your fingertip.

Part 2 spells out Part 1, by enumerating all the data subjects contained in each "chapter," and should be helpful primarily to readers familiar with the general layout of the "Survey" and the locations, by markets, of the various data.

Part 3—designed primarily for the new and occasional user of the "Survey" and for the researcher whose interest in population, income or sales data is not confined to a particular market frame of reference but ranges across the board—is an Alphabetical Index in which the page numbers appear opposite the data subjects in columns representing the various sections of the "Survey". By reading across the page the reader can see at once all the sections (types of markets) in which the particular data appear.

Part 4 is a special index to the "heart" of the "Survey"—the county-city data arranged by states alphabetically, and including Alaska, District of Columbia and Hawaii. (Canadian county-city data are published by provinces, in their east to west order.)

Part 4 gives at a glance for each state the location of the map, list of cities with population and number of retail outlets, population and income table, income breakdown table, retail sales table and the metropolitan area tables.

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Apparel Store Sales	Apparel Store Sales
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Total Effective Buying Income,	Per Cent of U. S. E.B. Income,
Per Cent of U. S. E.B. Income,	Per Capita Income
Per Capita Income,	Per Household Income
Per Household Income;-for	Income per Consumer Spending Unit
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All Standard Areas,	\$9,999; \$10,000 & over;
All Potential Areas,	AF I Father & Datables Blown Consul Manhaulter Assessed
All Metropolitan Areas,	*Food, Eating & Drinking Places, General Merchandise, Appare Furniture-Household-Appliance, Automotive, Gasoline Service Sta
United States	tion. Lumber-Building Materials-Hardware, Drug.

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**Food, General Merchandise, Furniture-Household-Appliance, Automotive, Drug.

Part 3-Alphabetical Index to the Various Data

	County- City	Metro. Area	States & Sec- tions	Leading Counties	Leading Cities	Other Sec- tions	Conada
FARM DAYA							
Farms, Number of by States and Counties						63-82	
Crops Sold in 1957, Value of						63-82	
	******		2.4.4	***	***		
Livestock & Livestock Products Sold in 1957, Value of	******	******	4.6.5	***	4.4.5	63-82	
Total Products Sold 1957, Value of	******	*******	***	***	***	63-82	
NCOME, NET EFFECTIVE BUYING							
Breakdown by Households	215-771		208				
Breakdown by Income Groups	215-771		208				
Per Capita	215-771	142-152	208				780-815
Per Capita Rankings				108			
Per Consumer Spending Unit	215-771	142-152	208				
Per Household	215-771	142-152	208		1		780-815
Per Household Rankings		206		106			
Total Income	215-771	142-152	208				780-815
Total Income Per Cent of National Income	215-771	142-152	208				780-815
Total Income Rankings		204	227	104	134		780-815
NDEXES							
Buying Power Index	218-773	154-166	210				780-815
Quality Index	218-773	154-166	210	2.7	1		780-815
Sales Production Index	218-773	154-166	210			10000	780-81
POPULATION							
Consumer Spending Units, Number of	215-771	142-152	208				
Households, Number of	215-771	142-152	208	***		*****	780-81
Households Rankings		180				07 00	
TV Homes	215 551	140 150	200			85-99	500 OU
Total Population	215-771 215-771	142-152 142-152	208	1.11	111	*****	780-81 780-81
Total Population Rankings		178	208	102	132		(00-01)
Urbanized Population	215-771	142-152	208	102	102		
Urbanized Population Rankings	210-111	142-102	200	109			
SALIS							
Apparel			100			1	
Per Capita	******	100 170	177				and the same of th
Per Household	218-773	168-176 154-166	210				
				100			
Total Ranked		190	***	120			
Automotive	1						
Per Capita			177				786-81
Per Household		168-176	177	1			786-81
Total	218-773	154-166	210				780-81
Total Ranked		194		124			



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Part 3-Alphabetical Index to the Various Data-(Continued)

	County- City	Metro. Area	States & Soc- tions	Leading Counties	Leading Cities	Other Sec- tions	Canada
Drug							
Per Capita			177				786-815
Per Household		168-176	177	***			786-815
Total	218-773	154-166	210	100	1.11		780-815
Total Ranked		198	***	130			
Eating & Drinking Places							
Per Capita			177				
Per Household		168-176	177				
Total	218-773	154-166	210				
Total Ranked		202		118			
Food							
Per Capita			177		***		786-815
Per Household		168-176	177	4.4.4	***	****	786-815
Total	218-773	154-166	210	110	***	*****	780-815
Total Ranked		186	***	116			
Furniture-Household-Appliance							
Per Capita	******	,,,,,,,	177	***			786-815
Per Household		168-176	177		***		786-815
Total	218-773	154-166	210	122	***		780-815
Total Ranked		192		122			
Gasoline Service Station							
Per Capita			177				
Per Household	210 550	168-176	177				
Total Ranked	218-773	154-166 196	210	125			
Total Addings		200					
General Merchandise							
Per Capita	******	100 150	177	***	***		786-815
Per Household	218-773	168-176 154-166	177 210	***	***		786-815 780-815
Total Ranked	210-110	188	210	119	***		100-010
Lumber-Building Materials-Hardware			100				
Per Capita Per Household	******	168-176	177				
Total	218-773	154-166	210				
Total Ranked		203		128			
Retail							
Per Capita			177				786-815
Per Household	218-773	168-176	177				780-815
Per Household Ranked		182	:::	114			
Total	218-773 218-773	154-166	210		***		780-815 780-815
Total Retail Sales Per Cent of National Total	218-773	154-166	210	110	135		100-013
STORES							
Apparel by Cities	214-771				+++		786-815
Automotive, by Cities	214-771						786-815
Drug, by Cities	214-771					*****	786-815
Eating & Drinking, by Cities	214-771			* * *	***		786-815
Food, by Cities Furniture-Household-Appliance, by Cities	214-771 214-771					*****	786-815 786-815
Gasoline Service Station, by Cities	214-771	******	***				786-815
General Merchandise, by Cities	214-771						786-815
Lumber-Building Materials, Hardware, by Cities	214-771						786-815
TV HOMES							
Number of, by States and Counties						85-99	
Per Cent of Total Homes, by States and Counties						85-99	

Sources: Population and Households: 1950 Census of Population and 1950 Census of Housing with projections to 1958 by SM based upon government and private studies.

Effective Buying Income: 1957 Estimates by SM based upon government national data on disposable income, Census data on

income distribution, Federal tax collections, income by states, relationships of retail sales and income, etc.

Retail Sales: 1954 Census of Business and projections for 1957 by SM based on Department of Commerce national sales data, sales tax collections, Federal Reserve data.



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Part 4-Index to State County-City Data

			. B. Income		Retail Sales
Map	Cities, Outlets	County-City	Metro. Area	Income Breakdown	County-City Metro. Area
			218	214	218222
Alabama214 Alaska	214 .				222
Arizona223	222				224 225
		226	230		230233
California 242, 244	233 .	236	256		258267
Colorado272	268 .	268	270		270274
Connecticut286					
Delaware294 Dist. of Columbia 294	291	291	291	292	
Florida 300	297	297	308	297	308314
Georgia324	316	316	322	316	323 328
		329		329	330
					333334
Illinois344b, 348					364 368
Indiana356			362	354	
Iowa			376		
Kentucky 390			395		
Louisiana403		399	405	399	
Maine 412	408		410	408	410413
Maryland416	414		417	414	417418
Massachusetts 428	418.	419			430 438
Michigan456	438				448454
Minnesota460	458				467470 474476
	470	471	474		486 490
Missouri		490	486		492493
Montana491 Nebraska498		490	497	494	
Nevada502		502		502	
	504	504	504	504	506506
New Jersey 515	5 506	507	513	507	
New Mexico 520		519	521		522522
New York 540, 544	524				538 550 562 569
N. Carolina 559, 560				550	
North Dakota570			572		590 602
Ohio	3			606	612 616
			620		620622
	5624	624	639	624	639 650
Rhode Island 653	3652	652	652	652	654656
S. Carolina		656		656	
South Dakota 669	9664	664	667	664	
Tennessee 676, 679				682	710
Texas708, 709, 710			702		722 723
Utah		720	727	724	727 728
Virginia73		728		728	732739
	1740			740	744:746
West Virginia750	0748	748	752	748	752754
Wisconsin75	4754	754		754	765771
Wyoming	2771			771	773773
CANADA					
	1812		780. 782		813 780, 782
Alberta					
British Columbia					
	9789				
	9788		780 782		788 780, 782
Nova Scotia 78	9787		780. 782		
Ontario80	2 801	803	780 782	*	803 780, 782
Prince Edw. Isld 78	9787		780, 782		700 700 700
	2790		. 780, 782	********	790780, 782 811780,
	1811				
Yukon Northwest					

EXPLANATION OF CODES AND SYMBOLS

U. S. cities included in the state county-city tables (pages 213-773) are those which had \$10 million retail sales in the 1948 Census or \$12 million in the 1954 Census. The various data relate to the corporate limits of each city.

Bold face numbers in the first column opposite certain counties in the state county-city tables refer to the Metropolitan Areas of which these counties are part. Numbers I through 168 indicate Standard Metropolitan County Areas, 169 through 280, Potential Areas. Each Metropolitan Area is delineated, by county make-up,

in the Summary of Population and Income data on pages 137-206.

▲Denotes central city of a Standard Metropolitan County Area.

△Denotes central city of a Potential Metropolitan County Area. Multiple Cities, appearing in italic type (e.g., Champaign-Urbana), are adjoining cities that constitute a single market. They can be separated by a river or state line, but the area between them must be urbanized, according to the Census Bureau standard, and must be less than ten miles in width.



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MAY 10, 1958 Survey

Buying

tend this explanatory foreword before you start using the Survey data. It contains such oful information as:

- w Incomo is Brakou Do
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- alfigures of Income Distribut
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- w We Got Our Retail Sales Estima

- . . . of Quality Index

It seems clear that the year 1957 will stand out as a high-water mark in our economic history, with peaks in income and retail sales attesting to the vigor of a 12-year period of postwar expansion. In many areas of the United States these high levels of activity, as recorded by this Survey of Buying Power (the 29th in a series extending back to 1929), may serve as economic goals against which current and later activity can be measured. In many others, due to the diversity in the growth rates of the thousands of local entities making up this vast country of ours, the 1957 levels will undoubtedly be quickly exceeded in 1958 and succeeding years. Every year the work required for the SALES MANAGEMENT Survey of Buying Power underlines for us the vastness of the United States and the great differences within its borders. Rates of growth and decline in economic activity differ from region to region, from industry to industry, and from market to market. We can say with pardonable pride that great and complex as these changes are, SALES MANAGEMENT is able to measure them while they are in the making, and incorporate them in the Survey of Buying Power as a "census brought up-todate

We have estimated that over \$200 billion of industrial and consumer goods and services are distributed annually by companies using the Survey for the establishment of sales quotas. This widespread use of the Survey of Buying Power confers a heavy responsibility on the editors and research staff of Sales Management. Our estimates must pass the most rigid tests imposed by the various official Census inquiries, must stand up under the informed scrutiny of every chamber of commerce and local planning commission in the nation, and finally, must meet the pragmatic test of realistically indicating the regional demand for the products of American industry. It is a truly sobering thought that if we were wrong to a significant degree, so many would be wrong with us!

How Accurate Are We

The estimates published in the Survey are subject to periodic checks by the Census Bureau. How well did we do in the two great post-war Censuses of Retail Trade? One clue is to check the national totals.

> Census Survey Total Estimate

1948 \$130.5 Billion \$130.6 Billion \$170.0 Billion \$170.0 Billion

We are of course fond of drawing attention to these comparisons because the degree of accuracy attained here is almost incredibly good, particularly as successive refinements by the Census Bureau brought their results closer to ours. In general of course, the percentage of error increases as the area gets smaller. Comparing the results of the 1954 Census of retail trade with figures published in the 1955 Survey of Buying Power we found that for Census regions our average error was 2%, for states 4.0%, for standard metro areas about 6.0% and for counties about 7.0 or 8.0%. Since our 1954 estimates were seven years removed from the Census base year, it is rea-

NEW FEATURES OF THE 1958 SURVEY

1. INCOME DISTRIBUTIONS OF HOUSEHOLDS

Year after year we have been introducing at least one significant new feature in the Survey, although, as we pointed out last year, we are being embarrassed by our own riches. The section on industrial potentials, for example, had expanded to the point at the time where it was necessary to establish the Survey of Industrial Buying Power as a separate issue, now published July 10.

The outstanding new development in the present Survey is the determination, for each county and city in the nation, of the distribution of households by income groups. In the past our income distribution had been offered for all consumer spending units, which includes in addition to households about six million low-income non-household income earners such as soldiers, students and income-earning residents of hotels, boarding houses and institutions. We have succeeded in distinguishing these units from households so that the resulting income distribution not only represents an upgrading to a higher quality but indicates more precisely the market for goods destined for household consumption.

2. HOUSEHOLDS VS. FAMILIES

Readers will also note a change in terminology, in that

we no longer use the term "family", but have substituted the more meaningful "household" as used by the Census Bureau. This is a change in name only and not in definition; SALES MANAGEMENT had been using the more popular term "family" since 1929, but this outmoded term has been generating confusion. (See heading 2 on page 15.)

3. FARM INCOME

We have decided to reinstate our annual estimate of farm income by county, despite our expressed misgivings about the accuracy of our projections. We are yielding to the pressure of a fairly widespread demand even for crude projections. We have however succeeded in improving the accuracy and degree of detail of the figures by calculating our total farm income in each county as the sum of three independently derived estimates of receipts from marketings of crops, livestock and forestry products respectively.

4. CITY RANKINGS

We have included with our rankings of leading counties similar rankings for the 200 cities leading in population, retail sales and income, along with a note of caution on their use. (See p. 101)

sonable to state that our county estimates of sales are subject to an average error of about one percent per year. And in this sense we can say that we have a 97% order of accuracy in the sales estimates in the current Survey, only three years removed from the Census base.

Men Behind the Survey

The creation of the 1958 Survey utilized the full resources of the Sales Management staff, the New York Service Bureau of the International Business Machine Corporation (responsible for the countless computations involved in this project), the Barnard Tabulating Agency, and Market Statistics, Inc., which maintains the largest file of current regional research materials in the country.

This year a large segment of the Survey was calculated with the help of the IBM 704—a high speed magnetic tape machine capable of performing thousands of operations per second. All of the retail sales estimates to be found here (involving millions of calculations) were literally created in thirty minutes of running time on the 704! Of course many months of preparation, programming and testing necessarily preceded this half hour of creation, but the knowledge that

the final calculations could proceed with such staggering speed enabled the Sales Management research staff to hold off until the complete record of the 1957 sales performance was available for setting our final national controls. Thus the time saved by the additional speed of calculation has undoubtedly increased the accuracy of our figures. And of course we feel certain that there are no calculating errors to be found here. Although we did have one bad moment while racing through the state of Colorado. The 704 suddenly stopped short with every tube blacked out. After some frantic moments of investigation (the cost of using 704 is too high to permit a leisurely pace) we discovered we had not allowed for the fact that Hinsdale County had too small a population to record the presence of any households, and in computing sales per household we were asking the machine to divide by zero, an operation too difficult even for the

Actually, of course, the full number of economists, statisticians, and technicians drawn upon by Sales Management and participating in the project would have to include many leading Government statisticians, plus officials connected with regional research agencies located in nearly

every state of the union. For example, our overall projections of population, families, retail sales and disposable income have been commented upon at one time or another by such officials as Howard G. Brunsman, Chief of the Population and Housing Division of the Census Bureau, Dr. Paul C. Glick, in charge of Source Statistics at the Census Bureau, Mr. Harvey Kailin, Chief of the Census of Business, and Mr. Julius Shiskin of the Census of Manufacturers.

The coordination and analysis of the full flow of statistical information was directed, as in the past, by Dr. Jay M. Gould, assisted by the following members of the Market Statistics research staff: Alfred Hong, Chief Economist, Joan Treitel, Donald Cohen, and Elaine Miller, research associates. The IBM computational procedures were developed in consultation among Market Statistics, the Service Bureau Corporation and the International Business Machines Corporation.

One of the most useful by-products of this technical collaboration was the transfer to IBM cards of the huge volume of regional information on which the final estimates were based. The IBM cards, containing both published and unpublished material, are available at a nominal cost to market

research men, whose use of these Survey of Buying Power punched cards is increasing rapidly. For many, the punched cards eliminate the tedious task of transcribing Survey

data and rearranging sales areas by hand. Thus, for example, all the major radio and television networks purchase decks of IBM cards containing all the Survey data, so that their markets can be analyzed even in advance of *Survey* publication. The cards prove extremely useful in the analysis of markets for many other companies in various lines of business.

DATA SOURCES AND TECHNIQUES

Here we shall discuss each of the market factors contained in the basic county-city tables published for each of the states.

They are: (1) Population; (2) Households; (3) Consumer Spending Units; (4) Urbanized Population; (5) Net Effective Buying Income; (6) Retail Sales; (7) Components of Retail Sales; (8) the Buying Power Index; (9) the Quality Index; (10) the Index of Sales Production.

1. POPULATION

The estimates of the number of persons and families in any county or city are as of January 1, 1958, and they constitute a 93 month projection from the April, 1950, Census benchmark.* These projections are based on three factors: (1) individual growth trends as established over the past decade, (2) population growth adjusted by current sales data (in about 600 areas where correlations have been established between the two). and (3) chamber of commerce reports. Every chamber of commerce in the nation was solicited by mail, telegrams and follow-up inquiries to report, for the city and county involved, changes in population since 1950, changes in the number of public utility connections since 1950, plus any unusual economic developments which might affect population growth. The research staff places great emphasis on this aspect of the Survey, for a realistic population figure is the most basic and essential ingredient in a successful market analysis problem. The overall percentage of return on this canvass of chambers of commerce was 95%.

2. HOUSEHOLDS

Probably more confusion centers about the concept of "household" or "family" than about any other single important government statistic. Our definition of a "household" is equivalent to the Census Bureau's defini-

* One very helpful feature has been the recent development of special censuses conducted by the Census Bureau on behalf of local agencies. Over 600 cities have had special population censuses conducted since 1950.

tion of a "private household," which includes all persons occupying a house, an apartment or other group of rooms, or a room regarded as a dwelling unit. Thus any occupied dwelling unit can be regarded as a household. The confusion arises from the fact that this unit was called a "family" in the 1930 Census of Population, and a "private household" in the 1940 Census, and therefore many people regard these terms as interchangeable. But the Census Bureau now reserves the term "family" for "a group of two or more persons related by blood, marriage or adoption and residing together.

In the past we had accepted popular usage of the term "family" to denote "households," in order to retain continuity with all the past Surveys going back to 1929. However, we now follow the current Census Bureau practice, and will no longer use the term "family."

A single person living alone in an apartment or dwelling unit, is counted as a household, unless he lives in a hotel, rooming house, college dormitory, Army barracks, or any institution. The Census does not regard such residents as occupying dwelling units. This creates a problem in the Census area breakdowns of occupied dwelling units or private households because the population figures do include persons residing in such units. Thus, for the first time in Census history. Government enumerators in 1950 included in the Census count college students residing in college dormitories during the week the Census was taken, also military personnel and other institutional residents, on the principle that all persons should be counted as usual residents of the community in which they sleep more than half the week, even though they maintain permanent residence elsewhere. For large urban areas the resulting discrepancy between population and the number of households (which excludes such "quasi-households" - the official term for institutional residents), is slight, and can be ignored. (Example: the discrepancy is not large enough to show up in San Diego despite a large military population.) However, discrepancies do show up in many smaller areas where such institutional residents form a significant part of the total population. The ratios of persons per household for such communities will be far greater than normal, as illustrated by the following cases: Baldwin County, Ga., prison; Chattahoochee County, Ga., military; Champaign, Ill., university; Riley County, Kan., military; Lake Charles, La., military; West Feliciana, La., prison; East Feliciana, La., mental institution.

Suppose a single person boards with a family in an apartment. The Census Bureau would define such an establishment as a single household. If he is not related to the family, however, such an establishment is regarded as two "Consumer Spending Units"—the family and the unrelated boarder.

INCOME DISTRIBUTION IN 1957

	CC	NSUM	ER UNIT	S	HOUSEHOLDS						
Income Class	Number (Mil- lion)	% of Total	Income (Bil- lion)	% of Total	Number (Mil- lion)	% of Total	Income (Bil- lion)	% of Total			
\$0-2,499 \$2,500-\$3,999 \$4,000-\$6,999 \$7,000-\$9,999 Over \$10,000	12.1 20.6	24.4 21.2 36.1 11.9 6.4	21.0 39.7 110.4 55.2 72.0	7.1 13.3 37.0 18.5 24.1	10.4 9.8 19.8 6.8 3.6	20.4 19.4 39.3 13.6 7.3	15.7 31.4 106.2 55.1 72.1	5.6 11.2 37.9 19.7 25.6			
Total	57.0	100.0	298.3	100.0	50.4	100.0	280.5	100.0			

^{*}An example: We are forced to credit Chattahoochee County with a per family income of over \$50,000 because the population and income of the county reflect mainly the activities of Fort Benning, whereas the number of households relates to civilian families only.

Our Zooming Population



Since 1950 we have an additional 20 million mouths to feed

Daily

Weekly

Monthly a gain which

Annually

more than Camden, Wilmington and Philadelphia combined.

the gain is greater than the population of Bronxville, N. Y. almost as many as in Kenosha, Wis.

a gain which adds another Richmond, Va.

3. CONSUMER SPENDING UNITS

Students, soldiers and residents of hotels, boarding houses and other institutions (i.e. quasi-households) are regarded as consumer spending units if they earn income. Thus the concept of a spending unit is very broad in that it embraces, in addition to households, doubled-up families and quasi-households. There are about 57 million spending units in the U.S., as compared with 50.4 million households, as of January 1, 1958.

Income Distribution in Households. In this issue of the Survey we pass from income distributions of consumer spending units to income distributions of households, something as yet not attempted by the Census Bureau itself. (See table on page 15.)

It will be noted that the income distribution of households is of a higher quality, in that the bulk of the non-household units such as students, military and residents of boarding houses earn less income than the average household, and fall into the bottom three income classes. The above estimates, to which our county and city distributions have been geared, are offered with some degree of qualification since household income has never been subject to any Census inquiry. We know, however, that there is a great need for this type of information on the part of marketing people, especially since so large a portion of consumer goods are sold on a household basis, etc. With increased use, we expect to learn more about household income distributions, so that the above estimates may be refined in future Surveys.

4. URBANIZED POPULATION

Our county-by-county estimates of "urbanized population" have become extremely popular, and have proven of great importance in indicating the potential for a wide variety of goods and services associated with urban (as opposed to rural) living patterns.

We define urban population as the number of persons living in areas defined by the Census Bureau as 'urban' in character. The Census definition of 'urban' population includes all places of more than 2,500 persons plus the densely settled 'urban fringe' areas surrounding cities of more than 50,000 persons. The 'fringe' can include, according to the Census Bureau:

- a. Incorporated places of fewer than 2,500 inhabitants with 100 dwelling units or more concentrated in a density rate of 500 or more per square mile. This density represents approximately 2,000 persons per square mile and normally is the minimum found associated with a closely-spaced street pattern.
- b. Unincorporated territory with at least 500 dwelling units per square mile.

- c. Territory devoted to commercial, industrial, transportational, recreational and other purposes functionally related to the central city.
- d. In addition, outlying non-contiguous areas, incorporated or unincorporated, which meet the residential density requirements are included in the urbanized area in the following cases: all outlying areas within 1½ miles of the central contiguous urban area, measured along the shortest connecting highway; also, any outlying area within 1½ miles of the central contiguous urban area.

5. NET EFFECTIVE BUYING INCOME

The concept of "national income" is a frequent source of confusion. The average businessman nowadays is frequently forced to find his way through a staggering maze of Government statistics in order to relate his own situation to that of the economy at large. Thus he will run into the terms, "national income," "gross national product," "personal income," and "disposable income," which are not at all interchangeable, though they frequently are regarded as equivalent terms.

Let us start with "national income," which in any year consists of the money received by all the traditional "factors of production of land, labor and capital." This is what you get if you add the wages and salaries received by all wage earners and salaried employes, the profits of all firms whether incorporated or not, and payments of interest, dividends and other types of property income, such as rentals to landlords, etc. "Personal income" excludes the profits of business enterprises from national income in order to emphasize the distribution of income among individuals receiving either wages, salaries, profits or property income. Then, in order to indicate how much of this income is available for the purchase of goods and services produced by these factors of production, we deduct all tax payments to federal, state and local governments. The Government calls the result "disposable personal income."

Our own concept of "Net Effective Buying Income" is nothing more than the disposable income available for spending in the various states.

In recent years, Government statisticians have included "imputed rentals of owner-occupied homes" in the above definitions of income (and we have followed suit). The reasoning is

Q. What is the Survey of Buying Power?

A. It is a comprehensive and basic workbook for the market-minded executive, containing original and exclusive estimates of population, retail sales and Effective Buying Income by market areas. The Survey, issued every May 10 since 1929 by Sales Management Magazine, is the marketing profession's single most useful measuring stick of sales potentials.

Q. What can it be used for?

A. Basically the Survey is a tool for setting sales quotas and allocating advertising. But, its more than 2,000,000 figures can be and are put to unlimited uses. For instance: locating plant sites, measuring sales performance against potential, setting up sales territories, comparing effectiveness of salesmen, of advertising, comparing markets. You can select figures that tell you what you want to know about your market—no matter how specialized it may be. You will want to read the Survey introductory chapters on suggested uses, including the setting of sales quotas, allocating advertising and the use of Survey data on punched cards and tapes.

Q. How accurate is the Survey?

A. Since the Survey, in many respects, is a U. S. Census brought up to date, its accuracy is near pinpoint in years close to the Census date. The estimates are subject to an average error of about 1% a year after that date. Its reliability is so well established that companies selling \$200 billion worth of goods and services annually base their sales quotas on it. The estimates must stand the scrutiny of future official Census inquiries, of every chamber of commerce and local planning commission in the nation, plus meeting the market analysis needs of American industry. Its accuracy is specifically illustrated by this example: The 1955 Survey set the 1954 retail sales figure for the nation at \$170.0 billion. The official census result, released two years later, was \$170.0 billion!

Q. Where do the figures come from?

A. Population figures are based on reports from chambers of commerce, public planning commissions, local utilities, etc., screened by the *Survey's* staff for credibility and internal consistency with annual Census Bureau estimates for the U.S., for states and for selected smaller areas.

Retail sales figures are projected from the most recent previous Retail Trade Census, using sales tax data, bank debit information and population and income trends to signal changes.

Effective Buying Income, an exclusive Sales Management classification, represents current projections on a county and city level from incomplete data in the 1950 Census of Income. The projections are adjusted to reflect unreported income to conform with income totals published

A PRIMER
ON THE
SURVEY
OF
BUYING
POWER

for the U.S. and for states in the Department of Commerce "Survey of Current Business."

Q. How can I learn to use it?

A. There are three simple steps to learning to use the Survey: (1) Read the front-of-book introduction; (2) Look over the population, income and retail sales tables in the book, familiarizing yourself with the various breakdowns and classifications; (3) Work out some simple problems, using the figures, in those areas with which you are intimately acquainted. For instance, you might select your largest area, "A", which accounts for 20% of the company's national business. You want to find out if this is good or bad. If this area, according to Survey figures, accounts for significantly more than 20% of the U.S. population, retail sales and income, your sales performance here may be classed as poor, relatively speaking. On the other hand, it may be that this area contains only 10% of the nation's high income families and, since you are selling a high quality product, your performance here would be very good.

The range of market factors available in the Survey permits both simplified and highly subtle analyses of market potential. The most widely used single indicator of market potential is the Buying Power Index, which has been found to indicate successfully the demand for commodities ranging from radios and liquor to soup and mattresses.

What the SURVEY Can Tell You

POPULATION

Data on cities, counties, metropolitan areas, states ALPHAVILLE Population 99,500

.0589%

28,900

Population Figures

Percent of U.S.A.

No. of Households

EFFECTIVE BUYING INCOME

Data on cities, counties, metropolitan areas, states ALPHAVILLE \$165,587,000

Net Dollars

.0583%

Percent of U.S.A.

\$1,664

Per Capita

Per Household

RETAIL SALES

Data on cities, counties, metropolitan areas, states Total Retail Sales

.0577%

Percent of U.S.A.



Per Household

RETAIL SALES ESTIMATES

ANYSTATE	Mo-		RETAIL SALES- THE ESTIMATES, 1957									The "SM" symbols mark original, exclu- sive estimates by SALES MANAGEMENT.							
COUNTIES CITIES (Continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)			
North County	130	400,716	.2081	3,831	.2286	108	98	121,771	27,866	35,165	18,526	24, 199	70,458	36,851	25,866	12,677			
Alphaville		111,140	.0577		.0582	99	98	31,224	6,636	14,032	6,520	7.444	22,960	8,855	4,193	2,918			
Betaburg		30,675	.0159		.0127	127	159	6,510	2,504	4,065	2,323	2,004	6,516	2,457	444	1.429			
Gammatown		19,798	.0103		.0085	139	169	5,039	1,553	1,298	1,232	1,169	5,362	1,722	877	462			
Delta		23,472	.0122		.0165	106	70	8,002	1,457	431	289	838	2,476	2,682	5,843	782			
Epsilon		23,917	.0124		.0103	117	141	6,467	1,427	2,600	1.215	1.460	4,969	1,759	1,491	644			
Zetaboro	1	16,439	.0065		.0101	92	77	8,626	1,446	229	73	260	569	2,281	967	289			
Eta Junetion		31,110	.0162		.0171	103	98	12,787	1.652	1,385	867	1,624	3,895	3,188	1,484	1,317			
West County		25,619	.0133	4,495	.0111	108	129	5,967	3,581	2,139	728	547	5,223	3,316	1,790	681			
East County		25,676	.0134	4,505	.0106	109	138	7,208	2,858	770	1,130	625	4,840	3,174	2,264	530			
Thetaton,		15,294	.0079		.0043	187	843	3,808	1,174	480	944	870	4.840	1,116	1,114	530			

About Your Market Potentials

MOST FREQUENT USES

- Setting Sales Quotas
- Buying Space and Time
- Locating Sales Soft Spots
- Planning Distribution
- Allocating the Advertising Dollar
- Determining Market's Potential
- Mapping Sales Territories

	\$2,915,000	Drugs
	\$4,193,000	Lumber-Building-Hardware
1200	\$6,520,000	Apparel
Wall of	\$6,636,000	Eating and Drinking Places
	\$7,444,000	Furniture-Household-Appliance
	\$8,855,000	Gas Stations
	\$14,032,000	General Merchandise
	\$22,960,000	Automotive
	\$31,244,000	Food

Designed by The Chartmakers Inc., New York, N. Y.

INCOME BREAKDOWN Income per consumer spending unit 4.6% \$0-\$2,499 16.5% \$2,500-\$3,999 21.5% 13.4% \$4,000-\$6,999 44.4% 42.8% \$7,000-\$9,999 12.8% 19.4% \$10,000 & Over 4.8% 19.8% BUYING POWER INDEX ALPHAVILLE .0582 100 98 100 99 ALPHAVILLE U.S.A. ALPHAVILLE U.S.A. QUALITY INDEX OF INDEX SALES PRODUCTION

POPULATION AND INCOME ESTIMATES

		0		PULAT	ION ES 1/1/8	58	EFFECTIVE BUYING INCOME— The "SM" symbols mark oribinal, exc sive estimates by SALES MANAGEMEN								NT.						
ANYSTATE	Me- tro- poli-	Total	CT.	House-		Urban	Man	64						Inc	ome B	reakdov	vn of H	louseho	lds		
CITIES (continued)	tan Area	(thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (900)	of U.S.A.	Per Capita	Per Hsld.	per C. S. U.	\$0-2, % Halds.	%	\$2,500 % Halds.	%	\$4,000 % Halds.	0%	\$7,000 % Halds.	%	\$10,000 % Halds.	%
North County	130	358.2	,2122	104.6	125.0	279.2	702,258	.2475	1,961	6,714	5,619	21.5	5.8	19.7	11.9	39.5	37.0	13.0	19.3	6.3	26.0
Alphaville		99.5	.0589	28.9	30.3		165,587	.0583	1,664	5,730			4.6	21.5	13.4	44.4	42.8	12.8	19.4		19.8
Betaburg	100	16.8	.0100	4.9	5.8		33,589	.0118	1,999	6,855	5,809	19.5	5.1	21.0	12.3	38.9	35.3	13.7		6.0	27.8
Gammatown		10.3	.0061	3.1	4.0		23,682	.0083	2,299	7,639	5,961		4.7	17.2	9.9	41.4	36.6		22.1	6.8	26.7
Delta		26.2	.0155	8.1	8.3		54,965	.0194	2,098	6,786	6,587	17.7	4.1	17.0	8.8		31.9	15.8	19.9	4.00	35.3
Epsilon		14.8	.0088	4.5	4.7		27,523	.0097	1.860	6,116			3.0	17.8	10.3	45.7	41.0	15.2	21.4	6.0	23.4
Zetaboro		18.5	.0110	5.3	5.9		30,495	.0107	1,648	5.754			5.8	21.6	14.2	42.7	43.2	11.4	18.3		18.5
Eta Junction		28.0	.0166	8.5	8.9		50,501	.0178	1.804	5.941	5,653	22.1	5.9	18.2	11.0	39.6	36.9	13.7	20.1	6.4	26.1
West County		17.4	.0103	5.7	6.8		28,876	.0101	1,660	78000	4,389		9.7	29.3	22.7	31.8	38.1	7.8	14.7		
East County		16.4	.0097	5.7		4.2	25,869	.0091	1.877				10.2	26.5	19.9	31.1	35.8	1	13.0		
Thetaton		3.9	.0023	1.3	1.5		8,531	.0030		6,562	5,803	22.4	5.8		11.5	37.2	33.8		19.5	7.3	21.1

What the SURVEY Can Tell You...



...IF YOU SELL

Cookies are used as an example of a product that is universally purchased, regardless of geographic region, regardless of income strata. As a cookie marketer you are interested in mass, in concentrations of population. For this the *Survey* is immensely useful. It gives population for cities, counties, metropolitan areas. It ranks the metro areas according to size. It gives you total retail sales, the percent that these retail sales are of the whole U. S. A. It tells you how much each family spends for retail purchases. You will find listed for each market area the number of families, the actual urban population.

By using these figures you can set up sales territories and know the potential within each territory. You can set quotas and compare results against potential. You can select media and allocate your advertising to reach specifically those areas in which the majority of your prospects live. You can plan distribution, locate sales soft spots, find locations for plants and warehouses. And, if you actually sell cookies, you would find the information on city-county food sales to be extremely helpful.



Maybe you don't sell coveralls as such, but if your product is bought by people of any special income level, by either city or farm dwellers, by residents of any particular region, you can use the Survey effectively to help you pinpoint the best places to concentrate your sales efforts. For instance, retail sales figures for cities and counties are broken down into nine different classifications: food: eating and drinking places; general merchandise; apparel; furniture, household, appliances; automotive; gas stations; lumber, building, hardware; drugs. By studying the relationships of these sales to each other, you can determine which areas are most receptive to your type of product. You can check the Survey's income breakdown of consumer spending units and find what proportion of people earn under \$2,500 or over \$10,000 or in three other classifications in between. You can find what the total income is and how this compares to retail sales. There is no limit to what can be done and what has been done with the Survey figures to help marketers with specialized problems do a more efficient and effective job of selling. If you sell a coverall-type product, the Quality Index will be of interest to you also. As you get deeper into the Survey there are two other indexes that will prove valuable in your job: The Buying Power Index, which combines income, retail sales and population in an effective weighted index figure; the Index of Sales Production, which relates population and retail sales to show up high and low buying activity.



CADILLACS

If your product is in the Cadillac class
—a restricted market limited to high income families—you will want to be

selective in the material you get out of the Survey. The figures you will be most interested in will be those that show the number of households earning over \$10,000 per year. Here you can find for a given city or county what percent of households earn more than \$10,000—whether it's 3%, 5% or 15% of all households. Or, you can compute from these data what percentage this area has of the nation's high-income households, of the nation's high-bracket incomes. For instance, Westchester county has close to 4% of all high-bracket incomes, as against having only

four-tenths of one percent of the nation's population. With this type of information you can determine what regions to add as you expand your marketing operations. You can determine those areas in which you are investing more than the potential warrants. And, if you actually sold Cadillacs, you would be able to find figures on what the automotive retail sales were last year for each city and county. This would be enough for a start. But soon you would find other figures that would be equally useful in helping you with your "selective" marketing task.

that owners of such homes have the option of renting the unit to others, in which case they would derive a rental income. By including imputed rental incomes, we avoid changes in the national income total resulting from home-owners (who account for more than half of all homes) who decide to rent to others.

Finally, to get at the concept of "gross national product," we have to consider how the national income is spent by those who get it. Thus a very large part of the national income goes into personal expenditures for goods and services. Another significant part, the profits of corporations and the savings of individuals, is invested, at home and abroad, in new construction, in new equipment or in building up inventories. Finally, it is presumed that the taxes paid to Government result in the production of goods and services that may be considered part of the gross national product. Those interested in the actual figures underlying these concepts, and a historical record of the various series, should consult the July issues of the Department of Commerce "Survey of Current Business.'

How Income is Broken Down By State. Unlike retail sales, for which current estimates are provided by the Government only for the nation as a whole, our estimates of Net Effective Buying Income are based on estimates of personal income for the preceding year as published for each state in the August issue of the Department of Commerce "Survey of Current Business." Thus, state estimates for 1956 were taken from this source, adjusted to conform to our definition of Net Effective Buying Income, less overseas payments, and then projected for each state to 1957. In this projection, separate consideration was given in each state to all significant components of income. Thus, the farm income was extended by way of current monthly reports on cash receipts from farm marketings provided for each state by the Bureau of Agricultural Economics. (At the time this projection was made, data had been available on farm marketings for the first ten months of 1956.) Similarly for each state, income from manufacturing, construction, mining and trade was projected on the basis of monthly employment and payroll data for the first nine months of 1957 received from the Bureau of Labor Statistics. With the help of our other regional indicators of current activity (bank debits and sales tax collections), we

can in this way derive state income estimates for 1957 which will be comparable (after certain technical adjustments), to the estimates to be published in the August 1958 issue of the "Survey of Current Business."

How Income is Broken Down by Counties. Since 1929, the county estimates of income published in the Survey have been derived by distributing a given state total among the counties, in accordance with a wide variety of statistical indications available on a county level. For instance, one approach was to segregate the state total into the income derived from farming, manufacturing, trade, property, etc. Then the farm income would be distributed among all counties in accordance with the number of farm operators and laborers, the manufacturing income would be allocated according to the number of manufacturing workers in each county, and so on until the sum of the income earned by the components of the county labor force would be the county income total.

The resulting figures have, over time, been successively refined by correlation analyses based on the median and mean rent figures collected for counties and cities in the 1940 and 1950 Censuses of Housing.

These techniques were employed because prior to 1950 there had never been, as there were in the population and retail sales fields, a Census of Income to provide county benchmarks as a base from which annual projections could be made. That's why SALES MANAGEMENT has taken a rather special interest in the fact that after many years of spadework on the part of the American Marketing Association particularly, an income questionnaire was introduced into the 1950 Population Census, in the face of some opposition.

Such a question, it was felt, would provide not only some official indicators of the income of local areas, but would also serve to indicate regional variations in the distribution of income. The opposition to the inclusion of such questions was based on the feeling that people would be reluctant to answer truthfully questions about their earnings-a secret shared only with the Bureau of Internal Revenue. For this reason, the Bureau of the Census did not feel it wise to attempt to ascertain the income of persons earning over \$10,000. While this limitation necessarily made the Census of Income incomplete, it was hoped nevertheless, that sufficient data would be obtained to permit the calculation of income distributions for the various areas.

The first conclusion to be drawn about the over-all accuracy of the Census is that the fears expressed

54% of Urban Population



in These Dozen States

	Urban Pop. (000 omitted)		Urban Pop. (000 omitted)
New York	13,730.6	Michigan	5,391.9
California	11,524.5	New Jersey	4,806.3
Pennsylvania	7,963.2	Massachusetts	4,206.3
Illinois	7,553.3	Indiana	2,771.3
Texas	6,818.4	Florida	2,766.1
Ohio		Missouri	

Source: Jan. 1, 1958 estimates SALES MANAGEMENT Research Dept.

^{*}We estimate that the volume of income flowing to overseas personnel (armed forces and civilian) totals about \$2.5 billion.

If You're Looking for Over-\$10,000 Incomes

Here, by states, is the number of such favored households (families).

A. The Top Ten

New York 524,616 Pennsylvania 23 California 396,466 Ohio 21 Illinois 288,299 New Jersey 18 Michigan 17	7,722 Massachusetts . 111,595 0,909 Indiana 89,140
--	---

D. THE HEAL THEIRY						
Connecticut	78,017	Washington	54,988	Oregon	32,625	
Maryland						
Missouri	74,844	Georgia	43,340	Colorado	31,152	
Wisconsin						27.1%
Florida	66,972	lowa	41,215	Dist. of Columbia	30,120	/0
Virginia	64,988	Tennessee	35,314	Alabama	28,160	
Minnesota	61,035	Kansas	34,749			

Source: Research Dept. of SALES MANAGEMENT

about the extent of coverage proved to be well-founded. Of the total personal income earned in 1949 (the calendar period involved in the Census inquiry), it was estimated that nearly one-fifth was not accounted for, even when allowance is made for the omission of the over-\$10,000 incomes. This degree of under-coverage was not unexpected and is not indicative of a poor job of enumeration, but merely points up the difficulties that stand in the way of obtaining a complete Census of Income on a voluntary basis.

The second and more important conclusion drawn by the research staff of Sales Management and Market Statistics, Inc., the organization charged with the responsibility of preparing the Survey of Buying Power, was that the degree of undercoverage was surprisingly uniform for individual income groups and types of income. Therefore, it proved possible to adjust for the three major sources of understatement: people not reporting income, those reporting but understating, and those earning over \$10,000, who therefore did not report total income to the Census.

These adjustments were so successful that it became possible to reconcile the results of the Census of Income, by states, with the independently derived estimates of state income payments issued by the National Income Unit of the Department of Commerce. The latter estimates, based on Internal Revenue Bureau and Social Security data, are considered complete, and not subject to the downward bias implicit in any Census inquiry.

Since the county and city income estimates published in the Survey of Buying Power have been geared to the Department of Commerce figures, the reconciliation enabled us to check our county income figures with the adjusted Census results. The high degree of agreement between the two now permits us to publish for all counties and cities, the complete distribution of persons and income, according to income groups, resulting from that analysis.

Breakdown by Income Brackets. The successive steps required to translate the Census data into our 1957 estimates of income, by class, for each county and city, were as follows:

a. The 1949 distribution of spending units, as reported to the Census Bureau in 1950, was adjusted to account for persons not reporting income and for persons understating income.

b. The 1949 distributions were then adjusted to 1957 by accounting for the change, in each area, in the number of units falling into each of the 15 income classes distinguished by the Census

c. For each income group, in each area, estimates were then made of the mean income after taxes in 1957, including an estimate for the group earning above \$10,000.

d. Total income was obtained for each area by multiplying for, each income group, the number of units in the group by the mean income of the

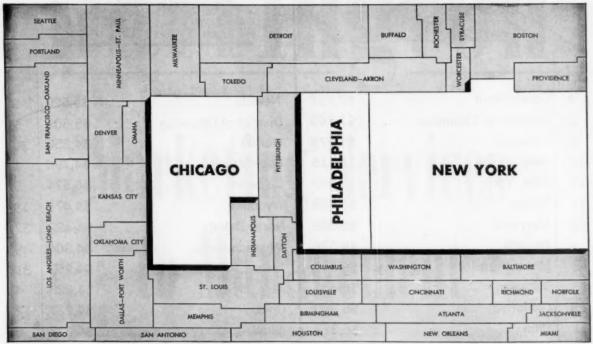
group.

e. For purposes of simplification, the original 15 income classes used by the Bureau of the Census were then consolidated into the following five net income classes: \$0 to \$2,499; \$2,500 to \$3,999; \$4,000 to \$6,999; \$7,000 to \$9,999, and over \$10,000.

f. We show, for each area, the per-

Major Retail Trading Areas

proportioned to retail sales*



*Retail Sales of the Markets containing the 50 largest U.S. Cities-

The FIRST 3 City and Suburban markets of NEW YORK, CHICAGO and PHILADELPHIA represent almost 1/3 of all sales made in the markets containing the 50 Largest Cities, and also produce 18% of the total U.S. Retail Sales.

FIRST 3 MARKETS GROUP reaches 62% of all families living in the FIRST 3 City, and Suburban markets—here's a SUNDAY PUNCH for your Advertising Schedule.

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MAY 10. 1958

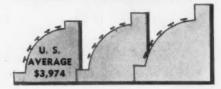
15

Income per Household Greatest in These States



2 District of Columbia \$7,749 5 Delaware \$7,273 10 New Jersey \$7,115 16 New York \$6,989 12 Illinois \$6,783 18 Maryland \$6,588 1 Nevada \$6,536 8 Massachusetts \$6,502 13 Michigan \$6,406 15 California \$6,390 11 Ohio \$6,373	Rank in Sales Per Hsld.	Connecticut
10 New Jersey \$7,115 16 New York \$6,989 12 Illinois \$6,783 18 Maryland \$6,588 1 Nevada \$6,536 8 Massachusetts \$6,502 13 Michigan \$6,406 15 California \$6,390	2	District of Columbia\$7,749
16 New York \$6,989 12 Illinois \$6,783 18 Maryland \$6,588 1 Nevada \$6,536 8 Massachusetts \$6,502 13 Michigan \$6,406 15 California \$6,390	5	Delaware\$7,273
12 Illinois \$6,783 18 Maryland \$6,588 1 Nevada \$6,536 8 Massachusetts \$6,502 13 Michigan \$6,406 15 California \$6,390	10	New Jersey\$7,115
18 Maryland \$6,588 1 Nevada \$6,536 8 Massachusetts \$6,502 13 Michigan \$6,406 15 California \$6,390	16	New York\$6,989
1 Nevada \$6,536 8 Massachusetts \$6,502 13 Michigan \$6,406 15 California \$6,390	12	Illinois
8 Massachusetts .\$6,502 13 Michigan .\$6,406 15 California .\$6,390	18	Maryland
13 Michigan\$6,406 15 California\$6,390	1	Nevada\$6,536
15 California\$6,390	8	Massachusetts
	13	Michigan
11 Ohio\$6,373	15	California\$6,390
	11	Ohio\$6,373

Sales per Household Greatest in These States



	Rank in Income Per Hsld.
Nevada	8
District of Columbia \$5,501	2
Florida	30
Connecticut	1
Delaware\$4,574	3
Wyoming\$4,471	18
North Dakota	37
Massachusetts\$4,304	9
Idaho\$4,253	31
New Jersey\$4,228	4
Ohio\$4,227	12
Illinois \$4,217	6

Source: Research Dept. of SALES MANAGEMENT

centage of total spending units falling within each of the five net income classes, as well as the percentage of total income. These percentages permit an immediate appreciation, for each area, of the degree of skewness of income distribution, or how heavily the distribution is weighted by the presence or absence of high-income units.

g. This year we introduced a further innovation in that in each county and city an estimate was made of the number of consumer spending units that did not reside in households, i.e., military personnel in barracks, students living in dormitories but earning income, permanent residents of boarding houses, hotels and other institutions etc . . . It was found that the bulk of such units fell into the first three income brackets, i.e., earning less than \$7000 per year. Deducting such units, and their income, from the distribution left us with the number of households and their estimated income falling into each income class. The distribution of households is more "skewed" than that of units. Thus the top income group of households accounts for 25.6% of total income as compared with 24.1% for the top group of consumer units. At the other end of the income scale 20.4% of all households accounted for 5.6% of all household income.

Significance of the Income Distributions. The new income data affords, for one thing, a better balanced and more refined analysis of the varying quality of markets. For instance, we can now discover whether a high average income area results from a concentration of wealth at the extreme end of the income scale, or whether it is due to a high average income for all families throughout the income scale. As an example, the first two counties in Connecticut, Fairfield and Hartford, are extremely high-income areas, ranking among the top ten in the nation. An examination of their respective income distributions, on page 276, will show, however, that Hartford's good showing reflects an above average concentration in the income group \$4,000 to \$7,000 (46.9% as against the national average of 39.3%), whereas the Fairfield distribution reflects a particularly heavy concentration in the over \$10,000 group (14.5% of all households accounting for 47.6% of all income earned in the county, as against the national averages of 7.3% of all households earning 25.6% of all income).

Thus, the data show that the three richest counties in the United States, in terms of the highest percentages of households and income, are Montgomery County, Maryland, in the Washington, D. C., Metropolitan Area, and Westchester and Nassau Counties in the New York Metropolitan Area. The top income group of these three counties accounted for 53.0%, 51.8%, 46.7% of total income respectively, as contrasted with the average percentage for the United States of 25.6%.

In a similar manner, the counties and cities shown here can be rated with respect to their respective concentration in the low or middle income brackets.

It is interesting to note how sharply divergent are the income distributions of urban counties, which tend to have the largest concentration in the income \$2,500 to \$4,000 group, as contrasted to rural counties, which usually have the bulk of all family units

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(frequently well over 75%) concentrated in the first group (\$0 to \$2,500.) Indeed, the first impression gleaned from a study of the county income distributions is that of an enormous diversity; within each income group the percentages among the 3,071 counties of the nation may range from very close to zero to very close to 100.

The simultaneous calculation of median income and mean income for all areas now becomes possible for the first time in the history of marketing statistics. Statisticians know that the difference beween the median income (i.e., the income of the "middle" unit, on either side of which lies one half of all units, in the order of their incomes) and the mean income (total income divided by the total number of units) is the best indicator of "skewness," i.e., the degree to which the income distribution is unbalanced. This is so because the presence of even a few well-to-do units tends to pull the mean up without affecting the median. Now, since the median is the value on the income scale on either side of which 50% of all units lie, our data permit the calculation of medians by interpolation. In Madera County, Calif., for example, 26.2% of all households fall in the first group, 24.0% in the second group, which means that about half of all households earn less than \$4,000. The median income must therefore be about \$4,000. In like manner, the data will permit at least rough calculations of medians by inspection of all areas.

In general, then, the data shown here, by illuminating the composition of each market, go beyond the aggregates of population and income previously published and explain how, in some cases, per capita income averages might actually be misleading when taken as representative of an entire market. Note, for instance, how the trek to the suburbs in the last decade has stripped New York County of its middle income groups so that it now has, in relation to the national averages, high concentration in both the very high and very low income groups, and under-representation in the middle groups.

While limitations of space make it impossible to publish here the actual unit and income data on which the percentages are based, manufacturers and distributors will note that the data in this form will permit the computation of sales quotas for areas geared to particular income brackets. Thus, the distribution of particularly high-price luxury goods would probably correlate highly with the amount of income in each market in the over-\$7,000 Effective Buying Income group.

High-Spotting for Buying Power Index

Buying Power Index percentages arranged in descending order and grouped approximately in equal thirds.

Men TOLK									*	10.00/0
California										9.6908
Pennsylva	n	Ìá	9							6.5859
Illinois .		*				*			*	6.3981
	California Pennsylva	California Pennsylvan	California . Pennsylvania	California Pennsylvania	California Pennsylvania	California Pennsylvania	California Pennsylvania	California Pennsylvania	California Pennsylvania	California

5.	Ohio 5.8369
6.	Texas 5.0641
7.	Michigan 4.7475
8.	New Jersey 3.7275
9.	Massachusetts 3.0852
10.	Indiana 2.6468
11.	Missouri 2.4715
12.	Florida 2.4461
13.	Wisconsin 2.1993
14.	North Carolina 2.0279

15. Virginia	1.9411
16. Minnesota	1.8739
17. Georgia	1.8037
18. Maryland	1.7541
19. Connecticut	1.6960
20. Washington	1.6529
21. Tennessee	1.5931
22. Iowa	1.5031
23. Louisiana	1.4986
24. Alabama	1.3782
25. Kentucky	1.3556
26. Oklahoma	1.1598
27. Kansas	1.1457
28. Oregon	1.0149
29. Colorado	.9793
30. South Carolina	.9626
31. West Virginia	
32. Mississippi	
33. Nebraska	
34. Arkansas	
35. Arizona	
36. District of Columbia	
37. Maine	.4978
38. Rhode Island	.4790
39. Utah	.4526
40. New Mexico	.4336
41. Montana	.3894
42. Idaho	.3503
43. South Dakota	
44. North Dakota	.3272
45. New Hampshire	.3191
46. Delaware	
47. Vermont	
48. Wyoming	

 In fact, such data open up new and exciting possibilities in the construction of scientific sales quotas. Many manufacturers, for instance, have been able, on the basis of consumer surveys, to determine nationally what proportion of each income group could be regarded as potential consumers of their product. These proportions now can be applied to the number of units and dollar volume in particular income groups to obtain market potentials never before available.

6. RETAIL SALES

All the retail sales in this Survey relate to the year 1957, and are based on 1954 Census of Retail Trade benchmarks, adjusted to the definitions of retail trade currently used by the Department of Commerce.

The divergence of the retail sales estimates published in the 1955 Survey from Census results reflects in part a slight change in coverage of the 1954 Census from that of the 1948 Census, and the cumulated errors of estimating involved in projecting from the 1948 Census base. The divergences of course are naturally smallest for the large areas, and greatest for the small areas.

We show below a comparison of Survey estimates for 1954 with final Census results for the U.S., regions and states.

On the whole the range of divergence is within expected and reasonable limits. The percentage of divergence is 0.0% for the U.S., the average divergence for all regions is 1.5% and the average divergence for all states is 4.0%. A preliminary check indicates that for all metro areas the average divergence will run to about 6.0%, and for all counties to about 8%. These results are similar to those achieved with the 1948 Census of Retail Trade. (See "How Good is the Sales Management Survey of Buying Power?" SM, July 15, 1950.) In 1948 our divergence was zero for the U.S. total, 3.2% for regions and 4.9% for states, but at that time our estimates represented ten year projections from the Census base, while in the present instance we have a seven year interval. But at that time, we concluded, and this statement will still apply, that our average annual error per county is of the order of 1%, obtained by dividing by the number of years between Census benchmarks.

While our performance was on the whole a good one, it is useful to note where we differed. The greatest surprise was Florida, a state we had credited with the largest single percentage gain since 1948 (52%) but which,

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HIGHEST CONCENTRATION OF

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- Highest concentration of high-income families. Highest of all news magazines—highest of all magazine audiences of 1,000,000 or more.
- Highest concentration of managerial people. 74.8% hold managerial positions—highest of news magazines—highest of all magazines with 1,000,000 or more circulation.
- Biggest circulation growth numerically. From 290,000 ten years ago to 975,483 average for second half of 1957—more than 1,000,000 today.
- Biggest circulation growth percentagewise. Five times the circulation it had in 1945—triple the circulation of just 10 years ago.
- 5. Biggest newsstand circulation growth. From 21,000 ten years ago to 139,434 average for the second half of 1957, and on selected magazine counters only.

- First in voluntary circulation methods. No pressure methods, no premiums, no door-to-door salesmen.
- Most advertising pages directed to business and industry. No other news magazine carries as many pages of this type of advertising.
- 8. Highest visibility for advertising. Carried 1,700 more news pages in 1957 than any other news magazine, with resulting highest visibility for advertising.
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Now more than 1,000,000 net paid circulation

of buying power of any than 1,000,000 circulation



HIGHEST CONCENTRATION OF HIGH-INCOME FAMILIES

Reflecting their managerial positions, their family incomes average \$14,826. (The median is \$10,000.) This is the highest of all news magazines—highest of all magazine audiences of more than 1,000,000 circulation.



HIGH-INCOME business and professional people, and their families, have always been the best customers. In today's economy, they now furnish the most customers for quality products and services. Their high incomes come from managerial jobs. In those jobs they account for the big buying of American business and industry.

Coverage of this highest quality 1,000,000 is now available to the national advertiser at the lowest per-thousand cost of any news magazine.

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RETAIL SALES COMPARISON OF SM SURVEY and CENSUS

	1954 (M SURVEY	CENSUS	% Of DIVERGENCE
NEW ENGLAND			
Connecticut.	2,657	2,618	+1.5
Maine	906	924	-1.9
Massachusetts	5,334	5,539	-3.7
New Hampshire	562	604	-7.0
Rhode Island	855	848	+0.8
Vermont	399	380	+5.1
MIDDLE ATLANTIC	10,713	10,911	-1.8
New Jersey	5,924	6,145	-3.6
New York	18,874	18,116	+4.2
Pennsylvania	11,414	10,793	+5.8
EAST NORTH CENTRAL	36,212	35,054	+3.3
Illinois	11,000	11,019	-0.2
Indiana	4,634	4,513	+2.7
Michigan	8,281	8,168	+1.4
Ohio	9,706	9,633	+0.8
Wisconsin	4,078	3,924	+3.9
WEST NORTH CENTRAL	37,700	37,256	+1.2
lowa	3,046	3,078	-1.0
Kansas	2,149	2,201	-2.4
Minnesota	3,530	3,450	+2.3
Missouri	4,387	4,525	-3.0
Nebraska	1,624	1,588	+2.3
North Dakota	730	662	+10.2
South Dakota	719	679	+5.9
SOUTH ATLANTIC	16,186	16,181	+0.0
Delaware	517	493	+4.9
District of Columbia	1,381	1,212	+13.9
Florida	3,561	4,014	-11.3
Georgia	2,725	2,963	-8.0
Maryland	2,577	2,675	-3.7
North Carolina South Carolina	3,000 1,495	3,210	-6.5
Virginia	2,951	1,519 3,121	-1.6 -5.4
West Virginia	1,458	1,401	+4.1
	19,667	20,609	-4.6
EAST SOUTH CENTRAL			
Alabama	2,089	2,112	-1.1
Kentucky	2,140	2,201	-2.8
Mississippi Tennessee	1,276 2,728	1,282 2,759	-0.5 -1.1
WEST SOUTH CENTRAL	8,233	8,354	-1.4
Arkansas	1,339	1,334	+0.4
Louisiana	2,326	2,339	-0.6
Oklahoma Texas	2,026 9,009	2,101 9,032	$-3.6 \\ -0.3$
	14,699	14,806	-0.7
MOUNTAIN			
Colorado	1,006 1,671	1,001 1,727	+0.5 -3.2
Idaho	710	670	+6.0
Montana	729	778	-6.3
Nevada	278	330	-15.8
New Mexico	697	733	-4.9
Utah	773	733	+5.5
Wyoming	408	385	+6.0
PACIFIC	6,272	6,357	-1.3
California	15,485	15,644	-1.0
Oregon	2,040	1,921	+6.2
Washington	2,829	2,874	-1.6
	20,354		
		20,439	-0.4
TOTAL, U. S	170,035	169,968	+0.0

according to the Census, actually enjoyed a 70% gain. At the other extreme we had given the District of Columbia a moderate gain of 24% as against a gain of 40% for the Washington metro area, in accordance with our knowledge that downtown shopping areas were lagging behind suburban areas, but the Census, crediting the District with a gain over 1948 of only 10%, as against a 38% gain for the entire metro area, indicated we were again too conservative. We were similarly conservative in our treatment of the relative decline in the shopping importance of Manhattan, which the Census credits with a mere 7% gain since 1948. However, we were more successful in estimating the rapid growth of such suburban counties as Nassau, N. Y.; Bergen, N. J., and Montgomery, Md., all of which enjoyed retail sales gains of more than 50%.

In general the 1954 Census results confirm all the basic sales trends that were apparent to the research staff of the Survey and which have been commented upon again and again in these pages-the continued regional shift to the South, Southwest and Pacific states, and the continued decentralization of retailing toward suburban areas at the expense of the downtown centers. Our comments above on our areas of divergence should not obscure the fact that while our estimates of magnitude may have been off in some cases, we rarely erred in questions of direction or relative movement. Thus with respect to whether an area increased at a rate greater or less than that of the United States, the record will show that we were almost never

How We Get Our Retail Sales Estimates. The secret of our success in projecting Census benchmark figures on retail sales lies in the great pains we take to collect current data on economic trends for a large group of socalled "key" counties. In past Surveys we were able to increase the number of key counties each year, with the result that they totaled about 2,000 last year, and accounted for over 95% of total sales. For these 2,000 counties Market Statistics, Inc., has been able to develop continuous records, on a monthly and annual basis, of population, sales, bank debits, income, etc., extending in some cases back to 1929, the first year in which the Survey of Buying Power was published. These records constitute the basis for projecting the estimates for the current year. Variations in the quality and quantity of the available current data require careful individual consideration for each key county.

Naturally, the quality of data is

New ideas always take shape within a small group of men whose task it is to spread them and get them accepted by the people

ENER PREVES THE ANATOMY OF



NEW YORKER

New York, Chicago, London, San Francisco, Los Angeles

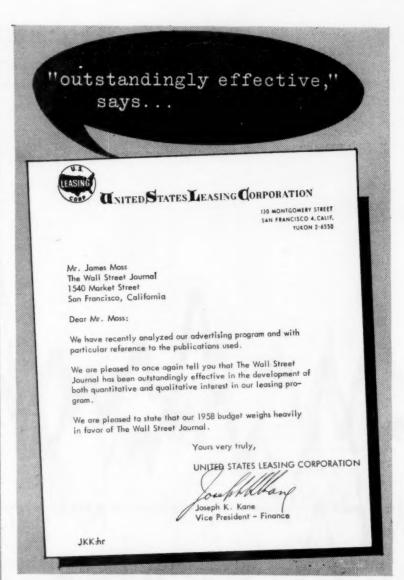
highest in those states which have had sales tax collection data on a county basis extending back several years, but there are very few counties in the nation for which we do not have enough back sales data, based on past Census data, bank debits, department store sales, etc., for a realistic projection each year.

The sales tax data, now available from some 34 states, cannot be used "in the raw." First, the data for sales tax states must be adjusted to comparable bases, for there are great differences among these states with respect to tax rates and coverage. For each state it is necessary to calculate the change in tax collections since 1954, excluding from consideration all activities not covered by the U. S. Census Bureau's definition of retail trade, such as service trades, wholesaling, utilities, amusement industries and the like. Allowances have to be made for changes in the tax law or the tax rate over the period.

The percent changes between 1954 and 1957 have been applied to the basic 1954 Census retail sales total to yield the estimates of sales in 1957 for the tax states, which in turn could be used, to some extent, to throw light on the volume of sales in non-tax states. For example, in sales tax states certain typical statistical relationships emerged between sales and income, and sales and population, which could be applied to non-tax states of a similar economic character within the same regions. These results were then checked against other regional sales indicators, such as the Department of Commerce's monthly survey of the sales of independent retailers, the Federal Reserve Board's monthly tabulation of bank debits and the Federal Reserve Board's monthly reports of department store sales, available for a limited list of large cities.

These reports are of major assistance in determining the proportion of a state's sales to be alloted to the various counties and cities. In the case of sales tax states, collection figures by counties can be used as a cross check against estimates arrived at through the use of the regional post mentioned. Preliminary estimates are checked against relationships between state and county as shown by the 1954 Census. These many checking operations have resulted in refinements which enable us to show a variety of reasons in support of every significant figure published.

Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Michigan, Mississippi, Missouri, Nevada, New Mexico, New York (city), North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Utah, Washington, West Virginia, Wyoming.



Profit By The Success of Others

From coast to coast, successful Wall Street Journal advertisers are basing their 1958 ad budgets on 1957 results. The Journal produced action for them—the kind that makes the sales department happy. They discovered Journal readers are always on the lookout for new ideas, products and services. Test the power of this dynamic sales-producing medium for yourself! You, too, will agree something really happens when you advertise in The Wall Street Journal.

CIRCULATION OVER 530,000

THE WALL STREET JOURNAL published at:

NEW YORK, 44 Broad St. and WASHINGTON, 1015 14th St., H. W. . CHICAGO, 711 W. Monroe St. DALLAS, 911 Young St. . SAN FRANCISCO, 1540 Market St.

For Ad Results Be Sure You Keep CONTROL!

Ever have the time or temperature play a nasty joke on your advertising copy? When selling conditions change suddenly, you're in the soup without advertising control. With control, you have greater opportunities. Model changes, price changes, policy changes, marketing changes-you can take full advantage of every change with control. But without controlwell, ever try to tell an important new distributor or dealer his name can't appear in your ads right away?

The key is short closing dates. And though you may be a national or regional advertiser, you can have short closing dates when you advertise in The Wall Street Journal. The Journal enables your ad message to be as timely as the mimeographed bulletin in your salesmen's briefcases. You are in control.

Just think how many times you can use that great advantage of The Journal's daily-ness: the power to get into action quickly. You can seize every new sales opportunity before it is shopworn. You can capitalize on your sales-staff enthusiasm at the peak of excitement. You can be shipping orders while your rivals are still reading proofs on ads that won't appear for weeks and even months!

To sell hardest, you need firmest control. Try The Wall Street Journal—the powerful national business daily that works with your plans.

THE WALL STREET JOURNAL

Published at NEW YORK & WASHINGTON, D. C. 44 Broad St. 1015—14th St., N.W. CHICAGO—711 W. Monroe St. DALLAS—911 Young St. SAN FRANCISCO—1540 Market St.

Decentralization of Retail Sales. One of the most interesting retailing developments of the post-war years has been the decentralization of sales from the old downtown market districts of the large metropolitan cities. The shift to suburban shopping centers has been accelerated by the improved traffic and parking facilities available outside of heavily congested business districts. While there are indications that a reaction has already begun to set in, as more and more large cities are planning arterial highways and improved parking facilities to protect the position of the downtown shopping center, decentralization has already made some profound alterations of the retailing

For instance, the erection of new department store branches in such relatively small communities as White Plains, Manhasset, Hempstead, Framingham, Millburn, and Evergreen Park, to name a few of the more outstanding cases, has transformed them almost overnight into major market areas, whose true current status has only now been recognized in an official Census canvass.

Treatment of Mail Order Houses. The operations of mail order houses have been a perennial problem for us, and for the Census Bureau. The sales of such houses conform to the character of general merchandise sales, and should be included in that category. However, since these sales are not confined to residents of the immediate trading area, it would be useful for sales quota purposes to have a measure of the volume of their catalog sales, so that they could be deducted from both the retail sales total and our general merchandise total. This would afford a better evaluation of the marketing potential of the area in which the mail order house (or catalogue branch) is located. Such operations involve in each area so small a number of outlets that the Census Bureau has always found it necessary to withhold data on their activity in order not to violate its non-disclosure rule. The large mail order houses themselves have been equally reluctant to release information on the sales volume of each mail order branch.

No such prohibition applies to us and we have worked out below our own estimates of the volume of catalogue mail order sales in 1955 in each of 19 areas in which they are significant. (There was not enough data available to warrant updating these estimates to 1957). We welcome comment from informed readers on how reasonable they appear.

	Millions* of Dollars
Chicago, Ill	. 450
Kansas City, Mo	
Minneapolis, Minn	
Philadelphia, Pa	
Boston, Mass	
Atlanta, Ga	
Memphis, Tenn	
Dallas, Tex	
Los Angeles, Calif	
Seattle, Wash	
Greensboro, N. C.	
Denver, Col	
Portland, Ore	
St. Paul, Minn.	
Oakland, Calif	
Baltimore, Md	
Albany (Menands), N. Y.	
Fort Worth, Tex	
North Kansas City, Mo	

Revisions of Survey Data. Any organization that undertakes as we do to estimate annually the volume and breakdown of retail sales for all counties and cities (to say nothing of estimates of population, families and income) is under the painful necessity of spotting errors and revising them when new data become available. These revisions when applied to past estimates provide a new base for our current estimates, but since for reasons of space it is impossible to publish the revised back data, readers will often compare the new estimates with the old and infer that the change represents economic movement over the period involved. Frequently, when the revision is sizable, such comparisons may be quite misleading. The necessity of making the revisions, painful as they may be, must be clearly understood. If we did not make the revisions (downward and upward) we would not be able to align our estimates with the official benchmarks provided by the U.S. Department of Commerce and Census Bureau and we would have no way of evaluating our accuracy. The realignment of all sales estimates with 1954 Census levels means that comparison of our 1957 estimates with figures published in the preceding Surveys will inevitably reveal differences that reflect both the revision and the trend of sales between 1954 and 1957.

The Relationship between Commodity and Store Sales. It may be well to point out again that both the Bureau of the Census and the SALES

^{*} These estimates cover the catalogue sales of Sears Roebuck, Montgomery Ward, Spiegels and Aldens in Chicago and in branches throughout the nation. There are of course other smaller catalogue companies throughout the country, as in Fairlawn, N. J., and Newark, N. J.

Because it is completely geared to



verall marketing strategy today calls for extra selling effectiveness all along the line.

McCall's, one of America's great mass-circulation magazines, provides this extra selling effectiveness-

- · because McCall's, through its unique editorial concept of Togetherness, has become a vital and dynamic marketing force and influence in contemporary American life.
- · because McCall's, through its Congress on Better Living and its colorful Better Living Section in every issue, has taken leadership in guiding and counseling women and manufacturers alike toward the enrich-

- Probing Consumer Wants to Guide Marketers.
- ☐ Conducting Manufacturer-Retailer Forum of Sales
- ☐ Endorsing Use-Tested Products at Point-of-Sale.
- ☐ Educating Teenagers on Fashion and Grooming.
- ☐ Briefing Retail Buyers of Home Furnishings Products.
- ☐ Getting Products Considered by Supermarket Merchan-dising Committees.

CHECK THESE ADDITIONAL WAYS McCALL'S

- ☐ Mapping Consumer Buying Patterns in Food, Groceries, Drugs and Toiletries.
- ☐ Guiding Home Economists on New Trends in Food.
- Aiding Planners of Department Store Promotions.
- Providing Advance Fashion Information for Retailers.
- Coordinating Drugs and Toi-letries Displays with Adver-
- ☐ Training Retail Salespeople.

The magazine

today's marketing-

WOIKS

ment and fuller enjoyment of home and family life.

- because McCall's has a circulation of more than 5,300,000—and delivers it at one of the lowest costs per thousand.
- because McCall's reaches America's big families with better incomes.
- because McCall's inspires and influences the woman who is the chief purchasing agent of the family.
- because, on any day during the month, more than a million copies of McCall's are being read.
- because McCall's, through close association for more than 80 years with American women and their aims

and needs, knows what women want-and what makes women buy.

In these days, when manufacturers are looking for every extra bit of selling effectiveness they can get, it's good to know that McCall's does *more* than deliver their advertising message to women who are the chief purchasing agents in more than 5,300,000 American families.

From helping manufacturers build into their products all the things women want most, to supplying new ideas for retailers at the point of sale, McCall's adds extra selling effectiveness to every advertising dollar.

In short, one of the most important sales-building facts you can remember for 1958 is that—McCall's works!

PROVIDES EXTRA SELLING EFFECTIVENESS FOR YOU:

- Supplying New Sales Ideas to Children's Wear Buyers.
- Channeling Facts on Appliances to Home Economists.
- Alerting Supermarket Buyers to Manufacturers' Plans.
- Helping Health and Beauty Aids Buyers in Supermarkets.
- Researching Consumer Preference and Use of Products.
- Serving the Building and Home Improvement Field.

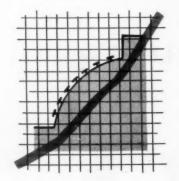
For complete information on any of these additional selling services, see your McCall's representative, or write on your business letterhead to: McCall's, Dept. NHT, 230 Park Avenue, New York 17, N. Y.



of Togetherness...circulation now more than 5,300,000

Sales Per Household

1950 and 1957



Store Group	1950	1957	% Gain
Food	\$729	\$932	28
Eating & Drinking Places	240	294	23
General Merchandise	378	504	33
Apparel	211	242	15
Furniture-Household-Appliance	177	200	13
Automotive	665	768	15
Gas Stations	171	300	76
Lumber-Building-Hardware	229	274	20
Drugs	95	126	33
All Stores	3,175	3,975	25

Source: Office of Business Economics 1950, and SALES MANAGEMENT Research Dept.

MANAGEMENT Survey report on store sales only, and not commodity sales. The drug store figures, for example, do not include the sales of drug items in department stores, supermarkets or stores selling drugs or toilet goods as a sideline.

The problem is most pronounced with respect to department stores. In this connection it is a matter of great regret that the Census Bureau will not publish its 1954 "Merchandise Line" data which in the 1948 Census was most helpful in correcting discrepancies between commodity and outlet sales, As an example we may cite the case of New Bedford and Fall River, which were credited with furniture-household-radio sales of \$7.5 million and \$9.6 million respectively by the 1954 Census.

However, a special tabulation indicated that "furniture and floor coverings, household appliances, radios, TV sets, pianos and musical instruments" accounted for \$1.9 million of the \$8.7 million total sales reported by New Bedford department stores, and only \$1.1 million of the \$5.6 million total reported by Fall River department

stores. Thus the relative rankings of these two cities with respect to furniture-household-appliance sales might be altered considerably if the merchandise line breakdown were brought into the picture.

Short of persuading the Census Bureau to undergo the great expense involved in publishing such detail for all areas and for all retail categories, the best way to gauge the inherent demand for any type of commodity in any area, regardless of the local retailing structure, is to calculate it as a function of the number of families in the various income groups and other economic characteristics. (See "Setting Sales Quotas," page 46.)

7. COMPONENTS OF RETAIL SALES

The first column under retail sales is "Dollars in Thousands," followed by "% of U. S. A." Similar percentage figures are given for population and Effective Buying Income, so that users of the Survey can see at a glance both the quantity (dollars) and the quality

(percentage) factors of a given county or city.

The Food Store group includes grocery stores (without meats), combination grocery and meat stores, dairy products, meat markets, fish markets, candy and nut stores, confectionery stores, delicatessen stores, fruit and vegetable stores, bakeries and caterers, egg and poultry dealers, and "other" food stores.

The Eating and Drinking Places group includes retail establishments selling prepared foods and drinks for consumption on the premises, and luncheon counters, and refreshment stands selling prepared foods and drinks for immediate consumption. Restaurants and luncheon counters operated as leased departments within other retail businesses are treated as part of the establishment in which they are located. However, restaurants and luncheon counters operated as leased departments or concessions in businesses other than retail are included in this classification as eating and drinking places.

The General Merchandise stores include department stores, dry goods stores, general merchandise stores with food, general merchandise stores (others), variety stores.

The Apparel group includes stores primarily engaged in selling clothing, shoes, hats, underwear, and related articles for personal wear and adornment. Custom tailors carrying stocks of material, and furriers are also included in this group.

The Furniture - Household - Appliance group includes furniture stores, floor covering stores, drapery-curtain-upholstery stores, china-glassware-metalware stores, interior decorators, antique shops, other home furnishing stores, household appliance dealers, radio-household appliance stores, radio stores, radio-musical instrument stores.

The Automotive group includes dealers handling both new and used autos and trucks, tire, battery and accessory dealers, and outlets handling the sales of new and used motorcycles, boats, etc.

Gasoline Service Stations are defined as establishments primarily engaged in selling gasoline and other lubricating oils. These establishments often carry other lines of merchandise or perform other services and repair work.

Lumber Yards and Building Materials Dealers, Hardware and Farm Equipment Dealers includes lumber yard and retail establishments primarily engaged in selling lumber, shingles, woodwork and other millwork. Sales are primarily made locally



Orientation, says Mr. Chandler, is a \$5 word that's worth it

Watching a home economist demonstrate good kitchen management can teach you a lot about what makes a package successful, says R. Carl Chandler, Board Chairman, Standard Packaging Corporation. There's nothing like finding out what your customer wants of a container—and then meeting her preferences as closely as you can.

For Standard, customer orientation means an understanding of your needs as a packer and your customer's as an end-user.

When you choose your packaging supplier, perhaps one of your own measures might logically be "point of view"—his understanding of your market as well as of your product.



STANDARD PACKAGING CORPORATION 551 Fifth Avenue, New York 17, N. Y. CONVENIENCE PACKAGING: FILM · FOIL · PAPER

ALLEGHENY LABEL DIVISION, CHESWICK, PA. . BRADLEY & GILBERT DIVISION, LOUISVILLE, KY. . FULLER LABEL & BOX DIVISION, PITTSBURGH, PA. FLEXIBLE PACKAGING DIVISION, CLIFTON, N. J. . GEBHART FOLDING BOX DIVISION. DAYTON, OHIO . MODERN PACKAGES DIVISION, LOS ANGELES, CALIF.



Every wide-awake marketer of food or drug products recognizes the importance of knowing on a day-to-day basis how his product sells relative to competitive products. He recognizes that the more he knows about competitive activity, the better is his opportunity to lead the field in sales.

Shifting to meet competitive conditions in the fast-moving food and drug business is never easy, but unless you know what goes on all the time, it is virtually impossible. It is easy to name products that were big yesterday and gone today.

Whether you are testing something new in a product, package, or sales plan . . . or just in there fighting for more sales and better shelf position for your product every day, wouldn't it be good to know exactly what goes on at the point of sale?

If you knew of a reliable research organization already working for some of the finest names in the business . . . with panels of food and drug stores permanently established in more than three dozen key test markets from coast to coast . . . with responsible research people who live in these markets and are ready to check accurately, speedily, and with maximum economy the sales of your product and competitive products . . . wouldn't you like them to get the facts for you?

It's the Burgoyne organization we're talking about, of course. And to find out how this organization could serve you to advantage is easy . . . and costs nothing. Just pick up the telephone and let Burgoyne pick up the tab for your call.



FIRST NATIONAL BANK BLDG., CINCINNATI 2, ONIO

to home owners, tarmers and special trade contractors: establishments selling primarily to builders and general contractors are classified as wholesale trade; building materials dealers are primarily engaged in selling material other than lumber and millwork, such as brick and tile, cement, sand, gravel, lime, wallboard and rough materials. In addition, lumber yards and building materials dealers have in recent years expanded their activities, in step with the growth of the "do-it-vourself" movement, so that today a substantial percentage sell many other diversified products, including paint, electrical supplies, electrical appliances, etc.

Hardware stores are retail establishments primarily engaged in selling a number of basic hardware lines, such as tools, builders' hardware, paint and glass, houseware and household appliances, cutlery and rough materials. These establishments may also sell farm implements.

Drug stores include those with and without fountains and proprietary stores without prescription departments.

All Other Sales. Total sales includes a catch-all category which is not shown separately in the Survey, but is calculated and included in all state county and city totals. In this class fall liquor stores, fuel and ice dealers, feed, farm, garden supply stores (of great importance in certain areas in Delaware and elsewhere) jewelry stores, book and stationery stores, second-hand stores etc. . . .

Retail Concentration Formula. One notable characteristic of the retail sales estimates as shown for each city is that they reflect the buying power not only of the city itself but of its entire marketing area. For this reason it will almost always appear that a city will have a greater percentage of U. S. retail sales than its corresponding share of population and income.

In 1957 Des Moines, for example, had total retail sales of \$326,270,000. While the per capita retail sales for any city or metro area is inflated by sales to non-residents, as a rule this condition does not hold for larger regional units such as states.

On page 177 we note that 1957 per capita sales in Iowa were \$1,196, derived by dividing the state's total population into its total retail sales. Probably, per capita sales to Des Moines residents were somewhat higher, because the per capita income was higher. But since it does not necessarily follow that increases in per capita sales are proportionate to increases in per capita income, we can

assume that the per capita sales to Des Moines residents were equal to the state average.*

On this basis we may multiply the Des Moines population (208,500) by \$1,196 to get \$249,366,000 as an estimate of retail sales to residents, crediting \$76,904,000, or 23.6% of the total, to non-residents. A similar computation for general merchandise sales (resident population multiplied by the general merchandise per capita, \$118) would yield \$24,603,000 as the estimated portion of general merchandise sales attributed to residents.

Thus since general merchandise sales in Des Moines came to \$50,714,000, about half of these general merchandise sales were accounted for by consumers living outside of Des Moines.

8. THE BUYING POWER INDEX

The column headed "Buying Power Index" is designed as an overall index for use in setting sales quotas and advertising appropriations.

The number of people, their buying habits and the amount of money they have to spend are each important in setting sales quotas and allocating advertising appropriations, but for the great majority of products no single feature is an accurate guide.

As a result of much study and experimentation, and after checking tentative conclusions with actual sales records of many SALES MANAGEMENT subscribers, the editors perfected a balanced "Buying Power Index," which assigns 5 points to "% of U. S. A. Effective Buying Income," 3 points to "% of U. S. A. Retail Sales," and 2 points to "% of U. S. A. Population." In previous Surveys, the column was called "% of U. S. A. Potential."

This "Buying Power Index" can be used without change by national marketers to set up sales quotas on a fair and equitable basis, divide up sales territories, and set realizable goals for distributors. And it can also be used by advertising agencies and advertising departments to break down their appropriations and decide where to put added pressure.

Those organizations that do not distribute nationally but operate on a sectional basis can use the figures with a slight modification. Let's suppose that such a manufacturer operates in a dozen states, and the combined "Buying Power Index" of these twelve states (see page 210) is 25% of the national total. Since this is one-fourth

^{*}A more sophisticated assumption, based on recent correlation studies that show a parabolic relationship between per capita sales and per capita income would allow for systematically smaller increments to per capita sales as per capita income rises.

of the U. S. A. potential, he should multiply the "Buying Power Index" for each county in his section by four.

Many alert sales organizations use these potential figures in their sales training and promotional work with important distributors and dealers, but the editors suggest that all national figures be reduced to a local level.

A typical set-up follows. The first column shows the "Buying Power Index," and the second column is the figure which results from using the total of the five counties (.797) as the base, 100:

County	Buying Power Index %	Localized County %
A	.0460	5.77
В	.5420	68.00
C	.1220	15.31
D	.0200	2.51
E	.0670	8.41

That distributor can't visualize County B as producing .5420% of the nation's total, but he can see it as having 68% of his territory's volume. For other uses see "Suggested Uses of the 'Survey'" starting on the next page.

9. THE QUALITY INDEX

The Quality Index is a measure of the purchasing ability of each county and city as compared with the nation. It is constructed by dividing the "Buy-ing Power Index" by "% of U. S. A. Population." This index is designed as a handy guide to sales and advertising managers who are considering intensive campaigns in a restricted list of above-average counties. These counties and cities which have an index figure markedly higher than that of the nation (100), or higher than other counties and cities in the state or geographic area, are likely to be the ones where intensified promotional campaigns will bring the greatest returns. It should be noted, however, that this is an index of quality, not quantity.

The Quality Index should be used only in connection with other columns, not *independently*.

10. INDEX OF SALES PRODUCTION

This is a relatively new index which relates the retail sales percentage to the population percentage, in a manner similar to the Quality Index. It will serve to highlight those areas (mainly cities) which account for disproportionately high (or low) sales volume in relation to average volume for their population.



You can sell this "man-of-action"

He acts. He makes decisions. He influences corporate purchasing. He is active in civic affairs and has an important part in local government spending. He has an average income of \$14,429. When he acts—your product or services get sold!

There are 349,508 of these "menof-action" waiting to read your sales message. And you can reach these "men-of-action" quickly, easily and at the lowest cost per thousand of any business publication!

These 349,508 "men-of-action" are subscribers of THE ROTARIAN and your selling message can reach them at the unbelievably low page cost of only \$3.78 per thousand!

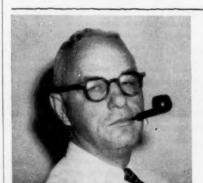
There is no waste circulation in THE ROTARIAN. EVERY reader is a man who can personally buy your product or influence its purchase. Make your space dollars pay off in direct sales.

To get action from "men-of-action"

-put your sales message in

The Rotarian

1600 Ridge Avenue, Evanston, Illinois
Send today for the new detailed Rotarian Audience Study
showing the active purchasing power of The Rotarian's
"man of-action".



"Now I Know . . . where to find industrial shows that might be the marketing tool to launch a diversified product line."

You can know, too. See page 11

Suggested Uses of the "Survey"

Well over a thousand subscribers have told the editors how they apply the Survey of Buying Power to sales and advertising problems. Here are the most frequent and the most interesting.

Visits and letters from subscribers, plus similar visits and letters from SALES MANAGEMENT editors to subscribers, reveal that the average subscriber finds multiple uses in the Survey of Buying Power.

The most frequent uses apparently are as follows:

	%
Setting sales quotas	89
Buying space and time	83
Locating sales soft spots	81
Planning distribution	76
Allocating the advertis-	
ing dollar	75
Determining market's	
potential	73
Mapping sales territories	72
Studying metropolitan	
areas	71
Finding industrial or	
warehouse locations	59

We continue to like the comment made by a New York subscriber several years ago because it remains so true: he told of five problems which the Survey helped him solve, but added the comment "Actually these are all different ways of saying, "help in setting up quotas and advertising budgets"."

An executive of Arnold, Schwinn & Coe writes under date of March 7, 1958, "In 1950 we launched a program of modernizing the Schwinn sales organization from factory to dealer and we used the SALES MAN-AGEMENT Survey of Buying Power in setting up market potentials . During the past three years this plan has begun to bear fruit. We now have accurate IBM card sales statistics for individual Schwinn dealers, for markets and for individual distributors. More important, our Schwinn dealer organization has increased its share of total U.S. sales each year for the past three years.'

At Carnation Company is a good example of frequent use. They say, "The Survey of Buying Power gets more use than any other single source of information. At some stage of almost every research project we find need for population, income, retail

sales or food sales data in local and regional areas. The Survey of Buying Power is our best single source because it is reasonably accurate and up to date. It is one of the most significant contributions made to the field of marketing."

The Survey doesn't pretend to have all of the answers, and an executive of Zenith Radio, writing under date of March 12, 1958, refers to it as the principal outside reference book on markets, their size and potential, and "while we do not use these figures exclusively as sales potential guides, we do refer to them often to see if we are on the right track."

In suggesting tried and tested uses, the first logical division seems to be those which are accomplished through direct use of the figures as they appear in the issue; the second division will be those which are possible through the aid of IBM punched cards, available through our research subsidiary, Market Statistics, Inc., and covering both Survey and related data. Suggested uses of these cards will be discussed in the chapter following this one.

1. BETTER SETTING OF QUOTAS AND POTENTIALS

a. Setting Territory Potentials

Over-all goals are a requisite in any well-managed sales operation, and the big goals there must be broken down into smaller ones. Perhaps the most frequent use made of the Survey is to arrive at detailed territory potentials so that distributors and salesmen have decent equality of opportunity and so that performance can be checked against potentials.

The potential may be simple or it may be complex. It can be a percentage of population alone, of retail sales, of a type of store operation, of income—or combinations of the above. Many find that the weighted "Buying Power Index" has the proper balance. Others modify it by adjusting the

No potential figure can be used with maximum effectiveness unless it is accepted as valid by those to whom it is applied. There will be some distributors and some salesmen who will rebel against any potential but readers say that such is the acceptance and fame of the Survey that seldom is it necessary to say more than: "This is the percentage as shown by SALES MANAGEMENT'S Survey of Buying Power." An American Home Products executive says: "By using SALES MAN-AGEMENT estimates we are quoting an authority; the man knows he is viewing unbiased information, not just data we have dreamed up to give him a shot in the arm."

Justifiable gripes on the part of salesmen can be avoided to a large extent if reasonable potential figures are developed for all segments (the majority do it on a county basis) in the area covered by the company, and if each salesman is then given an equal share of the whole.

b. Localizing a National Figure

The Admiral Corp. is one of many companies which use the Buying Power Quota to allot to each of the U. S. A. counties its percentage of their anticipated production. Because a distributor and his salesmen operate in a restricted territory, rather than nationally, the SM figures are translated into local terms. Each distributor's territory becomes a nation in itself, with totals adding up to 100%. Here is the "Buying Power Index" for the New York distributor (figures from the current Survey).

	National	Territory
County	BPI	BPI
Bronx	.8355	11.6
Kings	1.5553	21.5
Manhattan	1.6539	22.9
Nassau	.9381	13.0
Queens	1.2089	16.7
Richmond	.1253	1.7
Suffolk	.3171	4.4
Westchester	.5924	8.2
		_
	7.2265	100.0



SUNSET? OR SUNRISE?

An advertising campaign may seem to have had its day. Actually, it may just be dawning in the minds of its prospects.

Many a campaign is killed before it does its best work because someone at the agency or the client's office—becomes bored with it. To tell sunset from sunrise is one of the best services which an advertising agency can offer its clients.

Equally important is the creative foresight that has another great campaign ready for the moment the sun *really* sets.

YOUNG & RUBICAM, INC.

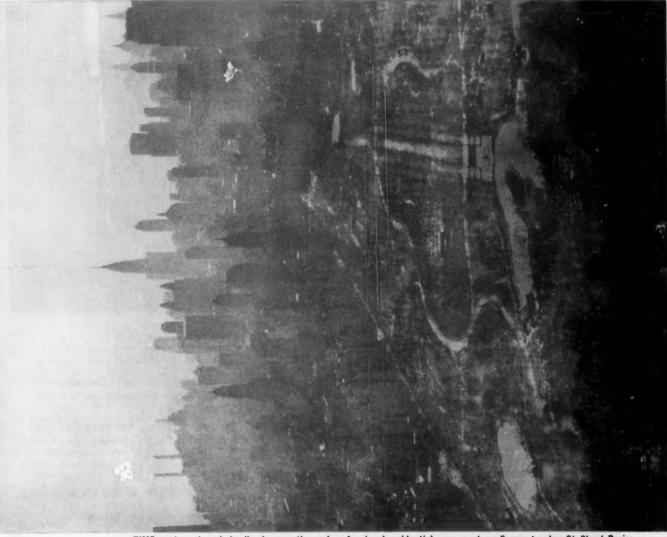
Advertising New York • CHICAGO • DETROIT • BAN FRANCISCO • LOS ANGELES • HOLLYWOOD • MONTREAL • TORONTO • LONDON MEXICO CITY • FRANKFURT • SAN JUAN • CARACAS

Wherever executive and professional families live... there you'll find TIME

This fact about TIME's audience is clear: it is heavily concentrated in the suburbs. In fact, TIME delivers to advertisers the greatest concentration of executive and professional families available in America today.

These families are the country's most courted consumers, the most desirable industrial customers, the most fertile source of capital, and the most influential factors in personal and corporate good will.

The *location* of a magazine's readers is a factor that is receiving particular and critical evaluation from marketing men today. Your review of magazine circulations in the high income suburbs of eight of the largest cities will show that . . .



TIME readers abroad also live in executive and professional residential areas such as: Epsom, London; St. Cloud, Paris;



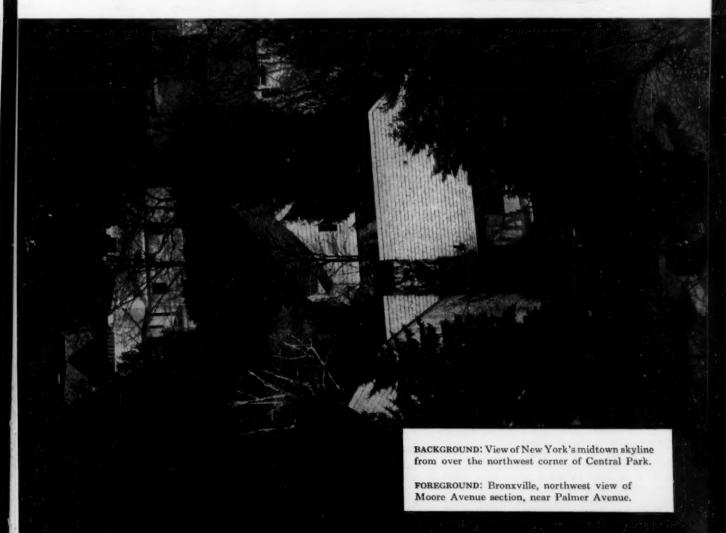
TIME delivers 39% more circulation than Newsweek and U. S. News combined...almost as much circulation as the biggest mass weeklies.

And wherever executive and professional families live, there you'll find twice as many copies of TIME as of either of the two other news weeklies. These copies of TIME are concentrated in the hands of America's best prospects—families with a total annual income of \$27 billion, and liquid assets* of more than \$85 billion—larger than the federal budget.

The one best way to reach this *big* concentration of best prospects, reach them efficiently and economically, is TIME—with 2,250,000 families in all the best places.



*Includes cash, checkin accounts, all types of savings accounts, corporate stocks and bonds, and government



"It gives them a clear picture of what they're expected to do," says the Vice President in Charge of Sales. "It makes better merchandisers of them. . . . The Survey helps us to lower the cost of selling. Also, it gives us a continuing check on the movement of goods to maintain par or better on the sales side."

c. Showing Distributors Where They Stand

The James Jamison Co. takes the blue sky out of hosiery quotas for its distributors by first telling them how much they are supposed to sell-and then following that up with periodic reports on results. For example, a certain distributor serving a market of 9,743,788 people in Illinois, Wisconsin and Indiana has a trading area (according to the Survey) representing 7.27% of the national population, and 8.86% of the net purchasing power. Jamison makes a rough average of these figures and comes up with 8% of the mill production which this distributor should sell. Then they keep him posted on monthly shipments by dozens, while giving him at the same time percentage of mill production that these shipments repre-

d. Avoid Inventory Dislocations

The Radio Corporation of America finds that the *Survey* permits them to put "a price tag" on any given market, and enables them to so allocate merchandise to distributors as to avoid inventory dislocations. "Our secondary use is that the figures serve as a standard for performance where no industry sales to dealer information is available. Your data serve as a yardstick to point up weak spots.

"We use your data extensively before we make any alterations in our distribution network. When we speak of a 1% market, for instance, we are referring to your Survey figures. To summarize: we determine market potentials, we map sales areas, we study metropolitan areas, we set sales quotas, we plan distribution and we locate sales soft spots—all from the data showing in the Survey of Buying Power."

e. A Two-Way Check on Potentials

Some marketing organizations use the Survey and no other figures to study potentials, but in some industries it is possible to match these against industry figures. At Calvert Distillers, for example, the Survey is used as one factor to determine whether a territory is producing up to par (1) They apply known industry consumption figures against Survey population estimates to find the amount of liquor consumed per capita in an area. (2) Then they determine the amount of the market held by Calvert. (3) Next, they take the Survey "Buying Power Index" to determine whether or not each sales territory is obtaining its full share of the business. Thus they have a check of both actual and potential business—what the territory should produce on the basis of its population, total retail sales and income, and what it does produce.

Similarly, Gooderham & Worts, Ltd., determines the potential of wholesalers in "open" states from Survey-indicated buying power, and "we compare county potential with state potential to discover if each wholesaler is obtaining his share. We can then spur our wholesalers after this proven potential."

Several of the motor companies also use a two-way check, using the Survey potential and also registration figures for their own and competitors' cars.

2. SELECTING THE RIGHT MARKETS

a. Picking "Live" Counties

In selling TV sets, a major manufacturer finds the market spotty—as to good markets where there are good stations with good programs. They pick counties which are seemingly "live" in that they fall into the framework mentioned above. To these counties they apply a threemonth moving average (sales for the last three months, dropping the fourth month past as new figures become available). These sales are then compared with all-industry sales and with potentials as revealed by the Survey and:

(1) A decision is reached on how much advertising to do in the area.

(2) The total is then broken down between newspaper and air advertising.

(3) Point-of-sale items are allocated on the same basis.

If distributors want more support than is indicated as proper by this method of figuring, they have to pay for it themselves.

b. Selecting the Quality Markets

Especially valuable to the makers of products which are "postponable purchases" is the "Quality of Market Index," when used in conjunction with the "Buying Power Index." A watch company, for example, is looking for high discretionary buying

power; it doesn't find it in the backward and depressed counties and cities but by studying the colume potentials in the column, "Buying Power Index," and then checking against "Quality of Market Index," it can spot the areas which are worth especially intensive cultivation. One of these companies, for example, singles out those counties which have .2500 or more under "Buying Power Index" and a Quality Index of 120 or higher.

Similarly, Chrysler finds the Quality of Market Index "amazingly" accurate. Counties ranked 90 or above absorb the most cars per 1000 families, and county ratings in excess of 100 are almost sure to mean increased opportunities for the higher-priced De Soto, Chrysler and Imperial

c. Selecting Test Markets

A Chicago agency executive says, "No other source is anywhere near as helpful for selecting test markets."

The New York agency, Lennen & Newell, used a heavy spot radio campaign in two cities and compared results with sales in two other cities selected from the *Survey* as being similar in size and character.

In another New York agency the SM researcher reports, "In test city campaigns they start with 20 cities selected from the Survey." In another agency, he reports, "the Survey is often used to set up test cities, since no test campaign should be planned without knowing the relative levels of buying power."

d. Spotting Retail Weaknesses

Argus Cameras, Inc., division of Sylvania Electric Products, Inc., watches all major marketing areas, comparing sales with potential figures as derived from the SBP and with sales for previous year. "This study may lead us to more concentrated coverage by our salesmen of accounts which show declining sales, or if results in a city indicate weakness against our national average of the particular type of outlet, we may attempt to find new outlets to bring sales up to par. For example, this may mean the addition of credit jewelers, who are playing an increasingly important part in our distribution.

e. Adjusting for Unworked Territories

Not every manufacturer operates in all counties of the U.S.A.; he may be a regional distributor or there may be peculiarities about his business which automatically eliminate certain territories from consideration. For example, temperatures are controlling fac-



Ten years of independent research on identical ads shows that advertisers get twice as many readers per dollar in Parade as in the biggest weekday magazines.

37%
of the heads of

Magazine
households
surveyed
by Starch
are officials or
proprietors of
business.

In this classification. THE ELKS MAGAZINE leads all others appearing in the 52nd Starch Consumer Magazine Report. Elks median income is \$6,636-a figure surpassed by only three other magazines appearing in the Report. No wonder Elks are rated tops in car ownership and in ownership of most other items included in the Starch Survey. You can sell this market of 1.204.000 Elks through advertising in THE ELKS MAGAZINE.

HE Elks

MAGAZINE

New York Los Angele Portland, Ore. Chicago tors in the sale of men's gloves and the Daniel Hays Co. has no market in some of the warm southern states. Such a manufacturer, to make practical use of the Survey figures, must find out the percentage of retail sales (or population or Effective Buying Income, or whatever factor he is using) represented in these impossible markets. Let's say it is 30%. Then the states representing the other 70% are, in actuality, 100% of his market and New York, for example, with 10.2926% of the retail sales of the entire country in 1957, would have 14.7087% of his real market.

f. Income Distribution

For products where variation in family incomes is important, the percentage distribution of incomes (5 groups) may be the best clue to market receptivity.

3. GETTING MORE FROM THE ADVERTISING DOLLAR

a. General Alignment of Sales and Advertising

Executives of Earle Ludgin & Co., Chicago advertising agency, say: "When you have a budget, and have to get results under the budget's limit, you learn how to spend the money you have. The Survey helps you to pick your market. You can say 'these are good markets.' You learn to say 'we can get in here' or 'we'll have to bypass this area.' The company sales manager must sit down with the agency account man and figure it out together. Through the Survey you can spot where sales could be good. And that's something you'd better find out."

Through working out accurate potentials and relating them to actual sales, the company and the agency can figure out:

- Spots where the company is getting its fair share or more of the market.
- Spots where the company is getting less than its share.

With a knowledge of sales vs. potentials the company then can apply extra pressures intelligently.

Another agency man reports that their recommendations on local media have been greatly simplified through the Survey. They appraise the specific markets in which a client is interested. Alongside each city name they put the "Buying Power Index" for the Metropolitan Area (usually by complete counties). They total the percentages and make the total represent 100. Then the percentages are re-computed and if on

that basis a city area is down for 5% of the total potential, it receives 5% of the advertising dollar.

b. Breakdowns by Metropolitan Areas

An agency head says, "We use the SBP on every account, not only for market selection, but also for media buying purposes. We break down the media by Metropolitan County Areas.

"... Survey data serve as a bridge to connect three islands: (a) media, (b) the sales department, (c) the advertising department. We must know the market is there, if the people are there at the price, and if the sales department is willing to take it at the price."

c. Best Type of Media?

At the C. J. La Roche Company a client wished to determine which type of media would be best for him.

"They wanted to know, whether sales of their line—a quality product—were concentrated in large cities or distributed proportionately and not concentrated. We found in the storetype data that sales were proportionate to city size, not concentrated. This led to the decision to use magazines."

d. Merchandising Advertising

Many manufacturers—or their advertising agencies—prepare for the salesmen county-by-county analyses showing such factors from the Survey as total population, number of families, retail sales, Effective Buying Income—alongside county circulation figures of the company's advertising.

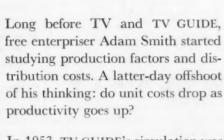
e. Checking Against Media-Supplied Figures

A Kenyon & Eckhardt executive says that "media figures are almost always checked against the Survey," while another agency executive with 25 years of media-buying experience reports, "One of the greatest aids to intelligent space buying developed during my time is the Survey of Buying Power. Today nearly all of the important newspapers and magazines use Survey data in their presentations and so we have two solid standardized sources quoted in the data supplied, those being the Audit Bureau of Circulations and the Survey."

f. Applying Pressure Where Most Needed

Colgate-Palmolive is a large user of so-called "national" media and has only a modicum of control over the territorial distribution of such expenditures. They use local media to buttress the "national" campaigns. For

A SMITH NAMED ADAM STARTED IT



In 1953, TV GUIDE's circulation was 1,500,000, its advertising page cost per thousand was \$3.00. Today TV GUIDE's cost per thousand is \$2.00, its guarantee is 5,300,000. In March, TV GUIDE circulation passed 6,700,000*.

This record is unique among mass magazines. So is the reason why: TV GUIDE sells 75% of its copies at full cover price. No costly circulation techniques. No increased advertising rates. In today's tight money market, enterprising sellers find TV GUIDE's cost per prospect makes sense—and sales!

AMERICA'S TELEVISION MAGAZINE



*Publisher's Estimate-March 8th Issue



at the Western Corner of the Midwest's

GOLDEN TRIANGLE



WREX - TV

WREX-TV alone gives positive coverage of this Northern Illinois - Southern Wisconsin market.

- OVER 1,000,000 POPULATION
- OVER A BILLION DOLLARS
 INCOME
- OVER A BILLION DOLLARS RETAIL SALES
- OVER 260,000 TELEVISION SETS

WREX-TV (only VHF station) programs only the finest CBS and ABC network shows balanced with outstanding local programming.

ARB and TELEPULSE surveys prove viewing audience for:

All 15 of TOP 15 SHOWS 23 of TOP 25 SHOWS

32 of TOP 40 SHOWS

48 of TOP 62 SHOWS

77% of TOP 62 SHOWS

Based on Amer. Research Bureau Survey conducted Dec. 1 thru Dec. 7, 1957

J. M. BAISCH, General Manager
REPRESENTED BY H-R TELEVISION, INC.



each of their products potential maps have been developed from Survey figures, supplemented with certain factors of their own. The potential is compared with actual sales volume by territories and local appropriations are predicated largely on these comparisons.

The full effect of magazines and network radio and TV cannot be realized unless a company does a bang-up job of merchandising its campaign to its own salesmen, wholesalers and dealers. To do this the "national" must be made "local," through breaking grand-total figures down to states, counties, cities. A distributor may be yelling for more help. The company or its agency uses the Survey to get data on population, families, sales or income for the distributor's territory, then takes the circulation in the area of magazines used (or the local radio outlets of the network program) and sets these down against the distributor's market.

g. Is Fault with Salesman or with Advertising?

When Toni sales fall below potentials indicated in the *Survey*, the company makes an examination of two factors—their own salesmen and the competitive advertising weight.

When Cooper's, Inc., Kenosha, finds sales below SBP potential, they increase sales promotion expenditures in the weak area.

The Anahist Co., faced with a similar below-potential problem, increases the advertising—but only if Effective Buying Income (E.B.I.) figures seem to justify it.

h. Measuring Market Changes

The current Survey may be used on its own or in comparison with previous issues. At Young & Rubicam, for example, officers are interested in the measure of change, and find the continuing Surveys a valuable measuring rod. An area may continue relatively large, but still not keep up with its former rate of growth or with other areas; another may be bounding ahead. Knowledge of past performance in relation to the present makes possible a more intelligent application of advertising.

At United States Rubber "the Survey is used to set sales quotas and as a guide to finding changing markets. The Survey indicates where to look for the greatest increases in sales and buying power. The columns on Effective Buying Income and Quality of Market Index are both used for the purpose. The 'Buying Power Index' column is used in the setting of quotas for distributors."

4. USES THAT CAN'T BE

a. Routing the Sales Force

Sales costs can be lowered and efficiency increased, if wasteful or useless travel is eliminated. One sales manager reports that in an Iowa territory he discovered by plotting Survey potentials against reported travel time that his salesman was spending 15% of his time in cities that produced 75% of his business, and 85% of his time in the "thin" and "dead" areas which were good for only 25% of his volume.

b. Marketing a New Product

When a company puts out a new product for which it has no comparative data in its files, or for which there are no association or Census data, the Survey can be used as the sole basis for estimating potential sales, but it will have to be done on a trial-anderror basis until experience indicates the factor or combination (such as families, total sales, sales of a storetype, or income) with the highest correlation.

c. Quality of Market Index

One of the largest distillers reports that his problems on one brand are quite different from the others. For his low-price brands, "Buying Power Index" is most valuable, but on his first-line brand, the Quality of Market Index is his key to most responsive markets. Also consider income distribution columns as a guide.

d. Determining Weighted Sales Potential

The "Buying Power Index" is a weighted figure (5 points E.B.I., 3 points retail sales, 2 points population) which has been found satisfactory by the majority of manufacturers who supply articles which might be labeled "comfort" or "luxury" items. To those who make low-priced massconsumption articles, the factors of total population and retail sales volume in specific store categories take on added importance. A large food company, for example, assigns 4 points to population, 4 points to food store sales, and only 2 points to Effective Buying Income. The U.S.A. percentages which are not shown in the Survey (store categories) may be computed by the subscriber or are available from Market Statistics, Inc., 432 Fourth Avenue, N. Y. C. 16, N.Y.

e. Food Business Quotas

Many companies develop their own

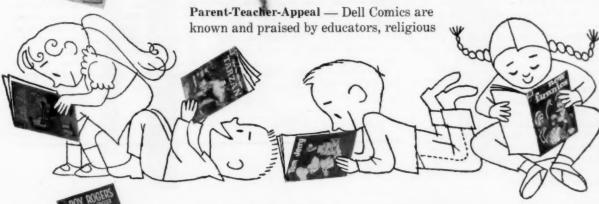


SMALL...but BIG!

Dell Comics readers are only $4\frac{1}{2}$ feet tall on the average, but put them all together and they total a whopping 90% of U. S. children from 6 to 16. So for reaching kids, Dell Comics are tops!

And they're tops in other respects too:

Child-Appeal — Dell Comics titles read like a who's who in children's favorites: Mickey Mouse, Little Lulu, Tom and Jerry, Lassie, Nancy, Tarzan, Donald Duck, Roy Rogers and so many more. And many of the titles tie in with children's favorite movie and TV characters for double-barreled appeal.



leaders, and parents everywhere. In the words of a recent citation from the Thomas Alva Edison Foundation, Dell Comic books are "wholesome comic books for youth."

Advertising-Appeal — Without even nodding in the direction of an incalculable pass-on readership, Dell can guarantee a circulation of 14,000,000 dedicated little readers, a higher concentration of young consumers than you could find anywhere else as one time. And you're in the best of company with the leading advertisers of products with child-appeal, who year after successful year, sell in Dell Comic Group.

The Dell Comics shown here are just a few of Dell Comic Group's 50 titles.

DELL COMIC GROUP

Dell Comics are Good Comics

DELL PUBLISHING CO., INC., 750 THIRD AVENUE, NEW YORK 17, N. Y.

When the "Signs" are right...

YOU GET RESULTS!



You don't have to beat the bushes for business when your sales plans include signs by Texlite. They're working for you, around the clock .. designed right to get maximum results .. engineered right to give longer service at less maintenance cost.

For 10 signs or 10,000...in porcelain enamel, plastic or combinations of these two outdoor materials..four hundred sign craftsmen are at your service. And Texlite's modern, 160,000 square foot plant is fully equipped to produce "silent salesmen" you can depend on to reach more people, at lower cost, than any others you can use!



See how others have used signs by TEXLITE to gain sales objectives . . .

This 20-page, beautiful full-color booklet shows 101 signs built for some of the nation's most successfully sales-minded companies.

Request your free copy on company letterhead.



Builders of Quality Signs Since 1879

3309 MANOR WAY • DALLAS, TEXAS

Offices in Principal Cities

potentials from *Survey* data instead of using the "Buying Power Index" column. At Kraft Foods Company, for example, a department head reports, "We use SM's figures, weighted Food Store Sales 5 points, Effective Buying Income 3 points, Population 2 points."

Media decisions for Reid and Murdock are based upon detailed maps which show counties in green where food sales are above average in dollars; blue 65% to 99% of average; red and brown, far below average. In top counties, families spend upwards of \$1000 annually for food, in poor ones less than \$300.

f. Deciding on New Branches

The Miles Shoe Co. reports that the Survey is used both by the Sales Department and the Real Estate Department to determine whether or not a town warrants a Miles store.

The United States Rubber Co. uses the Survey often in the planning of locations for new plants or distribution branches, in addition to choosing distributors according to a logical pattern.

Other representative companies using the Survey to locate new sales branches or factories include Columbia Records, Inc., General Electric Co., Lamp Division, Conmar Products, Inc., Wheeling Corrugating Co., Nesco, Inc., Nash-Kelvinator Corp., Hood Rubber division of B. F. Goodrich Co., Celotex Corp., Sears Roebuck & Co., Prudential Life, Fedway Div. of Federated Department Stores.

Pabco Products, Inc., often uses the Survey to determine the extent of the market which would be served profitably from a proposed new industrial location.

g. Setting Up Panels-Surveys

In any survey operation it is most important to be sure that it is representative. Many of the Survey data are used by professional research organizations, agencies and manufacturers to properly weight their samples according to geographical location, income, sales, etc. The R. T. French Co., for example, reports two major uses of the Survey: (1) in the establishment of sales boundaries and (2) as the quota sampling bases for the geographic and population density characteristics of their national consumer panel.

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The exclusive estimates of population, Effective Buying Income, retail sales, buying power index, value of farm products sold and TV homes are fully protected by copyright.

Permission to reproduce this Survey of Buying Power data in printed form, in whole or in part, may be granted only through written request to Sales Management, Inc.



HOW TO INFLUENCE A FLOOR COVERING RETAILER

Surround your trade ads with exciting new editorial developments in Floor Covering PROFITS—comprehensive, depth studies of industry problems, developments and objectives ... READER INQUIRY POST CARD averages over 950 retail inquiries per month in response to keyed editorial descriptions of new products and sales helps ... DISPLAY ARTICLES—how to build your own retail display—Special services and catalogues offered ... consumer—Ad Merchandising Section—readers informed each month of manufacturers' advertising schedules, tie-in materials available and last date for ordering ... PERFORATED PAGES—make it easy for buyers to detach for his file or route to his sales force ...

PROFITS

ROFITS The magazine serving the retailer of floor coverings and allied products

NEW YORK, 386 Fourth Avenue, Tel. LExington 2-1760 SAN FRANCISCO, Richard Railton Company, Monadnock Building, Tel. SUtter 1-1060 CHICAGO, 333 North Michigan Avenue, Tel. STate 2-1266

New Concepts in Setting Sales Quotas and Potentials

The availability of Survey of Buying Power data on IBM cards has, over the past eight years, greatly facilitated the analysis of markets for setting distribution and advertising quotas. Dr. Jay M. Gould, Research Director of the Survey, and Managing Director of Market Statistics, Inc., summarizes below typical problems and solutions that can now be conveniently handled with these new punch card techniques. In the past year the application to marketing problems of the large tape computers, such as the Remington Rand Univac and IBM "704," has greatly extended the degree of refinement and sensitivity with which sales data can now be mechanically analyzed.

The market data on counties, cities, states and areas published in the Survey are the raw material from which one can prepare sales potentials for the entire range of consumer goods and the services and for many industrial products. We use the word potential to represent not the actual sale of any given commodity but rather a theoretical sale that would result from a normal amount of sales effort if all relevant economic factors were in "normal" operation. In this sense the potential is a reflection of the economic resources of an area.

How Potentials Are Used

The three main factors entering into the determination of consumer goods quotas are population, income and sales. The population factor can be expressed alternatively as families or consumer units, as a measure of the number of potential customers. Since customers need income in order to qualify as "effective" buyers, information on their average income is useful. Finally, in order to consummate a retail sales transaction, a retail outlet is necessary, hence the inclusion very often of an actual sales factor in many indexes of buying power.

The key problem of the sales manager is to determine whether actual sales in a given area equal, exceed or fall short of the potential volume available to him, as indicated by some objective indicator. The decision he must make if, for instance, his actual sale falls short of potential is of course another problem. What might be a

reasonable decision for one manager, or for one area, might not be suitable in other cases.

From time to time we have queried sales managers on this point and have found an interestingly wide range of differences in current practice. For areas falling short of potential some sales managers feel it hopeless to "buck the tide" and will therefore prefer to concentrate the bulk of their promotion and sales effort in areas where they are already in a strong competitive position and ahead of potential, thus following what is in effect the line of least resistance. This may bring a quick return, but in the long run the net effect of such a policy is to contract their market. Such a course of action would not be followed by those seeking the broadest possible national distribution, i.e., the maximum volume of sales.

But to return to the problem of establishing sales potentials. Once the theoretical potential is determined, the sales manager may then set his sales quota, which will differ from the potential in that it will reflect a necessary subjective judgment on the part of the sales manager who has an intimate working knowledge of his sales force. For an area whose present sale is far below potential, it may prove psychologically demoralizing to set the quota at the level of the potential, so some compromise may be necessary. On the other hand, it may sometimes prove desirable to set a quota far above the level of the potential to serve as a spur to particularly good salesmen. Though the concepts of "actual" sales, "sales potential," and "sales quota" are often used interchangeably, it is useful to bear in mind these distinctions. Our discussion below is wholly concerned with the establishment of "potentials."

Setting Potentials

Take the problem of a sales manager distributing a new product, for which there is no previous sales experience. He wishes to establish sales potentials, let us say, for Area A as against area B. The problem can be reduced at this stage to one of relative proportions—to establish for each area percentages of sales total which can later be fixed for the company as a whole.

If Area A has twice as large a population as Area B, does it follows that its sales potential will be twice as large? The answer might be yes if the product were a low-priced staple commodity with a mass appeal.

The Population Factor

The sales of table salt might be expected to follow the distribution of population, for there do not appear to be any economic, social, or climatic differences that would introduce regional variations in per capita consumption of table salt. But for many other staple goods, other economic factors may come into play where differences should be allowed for in per capita consumption. Per capita consumption. Per capita consumption of bakery products in two areas may differ because of differences in the age distribution of

Land of the privileged many



The privileged many spend 81% of all the money spent in super markets

The rich urban and suburban areas that form the land of the privileged many literally dominate national spending. For here lives America's new "luxury" class—measured in millions of families, billions of dollars. And here is where The American Weekly concentrates its giant 10 million circulation.

Last year American Weekly families alone spent 9 billion dollars for food. They own and operate 9 million cars. And over 6 million of them own the dwellings they occupy.

Why not promote *your* product specifically to the privileged many who control America's purse strings. The man from The American Weekly is the man to see.

THE LAND OF THE PRIVILEGED MANY ACCOUNTS FOR:

73% of all retail sales

72% of all grocery store sales

76% of all drug store sales

78% of all furniture, household, appliance sales

80% of all general merchandise store sales

70% of all automotive sales

OURCES:

Sales Management • NEMA • AHLMA • R. L. POLE.
The American Weekly Market Research Division



1

MAY 10, 1958

The AMERICAN WEEKLY

MAGAZINE OF THE PRIVILEGED MANY

the population of the two areas, in average family size or in climate, making for variations in per capita bread consumption. Such questions should be raised, though it may be decided that such differences are small enough to be ignored.

The point to be stressed is that the existence of wide variations in per capita sales leads to the search for some other market factor or factors that will help predict or anticipate these variations.

The Income Factor

But suppose the product under consideration were a relatively highpriced food, whose appeal would be expected to be greater in an area having a higher level of income. Then it can be argued that area potentials should bear the same relation to each other as area population weighted by the average per capita income. This is mathematically equivalent to saying that the area potentials are in the same proportion to each other as the area incomes. In other words, if Area A has twice the income of Area B, it should have twice the bread potential.

We have noted only two of the many possible significant factors—population and income—in accounting for sales variations in a wide range of consumer products, although we can show that these are, generally speaking, the most important. A large number of factors can be accounted for if the technique of multiple correlation

is employed.

The multiple correlation technique is designed to measure the statistical importance of any particular factor in "explaining" why actual sales vary from expected or "potential" sales. If a set of factors is adjudged to be significant enough for inclusion in the analysis, the correlation procedure will yield some system of weights to be assigned to all significant factors in arriving at a "potential" sale.

That population and income are of great importance in evaluating the sales potential of an area follows logically from the fact that all consumer goods can be considered to have varying degrees of attractiveness to consumers, depending on their income status. At one end of the range are the low-priced "necessities." the demand for which depends mainly on the number of consuming units. At the other end, are the relatively highpriced "luxury" goods, the demand for which will vary in relation to the income status of the prospective consumers. We would expect the regional distribution of the sale of Cadillacs to be heavily influenced by the income factor, whereas the income factor would be of relatively little importance in the regional distribution of table salt.

The early attempts of market researchers to adapt magazine circulation data for use in distributing sales stress the importance placed on the income factor. They assumed that the purchase of certain magazines might reflect the existence of a market of high "quality." Similar reasoning attended the use of regional data on residence telephones in use, income tax returns per 100 homes, and even the number of wired homes.

These expedients are no longer necessary. Income figures collected in the 1950 Census of Population provide a rich body of data allowing the area income totals to be distributed among income groups, as we shall

show.

The Sales Factor

Another key factor in evaluating an areas's sales potential is its degree of retailing concentration. A market potential depends not only on the number and character of its residents, but also on the number of consumers from outlying areas who through habit, accident, or necessity come into the market for specific types of purchases. This factor is of a fairly constant character and may be measured fairly accurately by the use of data on sales of retail outlets in the Survey, projected from the Census of Retail Trade. It underlines the importance of choosing a suitably defined sales area, a point we will discuss later.

The difficulty in using data on sales of retail outlets as an indicator of the demand for a specified product is that, except perhaps in such a case as the sales of gasoline service stations, the given product usually forms a very small proportion of the sales of retail outlets classified in many different ways. A typical drug product, for example, will be sold through outlets classified as drug, general merchandise, or food, and the total sale will include a host of products with divergent sales potentials.

For this reason, it is frequently more desirable to establish a potential for a commodity or service, not by sales estimates of certain types of outlets, but at least in part on the demand for that product as indicated by the number and income characteristics of its potential consumers.

In recognition of the importance of the population, sales and income factors, a formula devised many years ago by SALES MANAGEMENT has been found to offer reasonable area sales quotas for many consumer goods that are neither low-priced staples nor high value luxury goods, and that are sold through standard retail outlets. This formula assigns a weight of 2 to an area's percentage of total population, a weight of 3 to the area's percentage of total retail sales, and a weight of 5 to its percentage of total disposable income, to yield what we call the Buying Power Index. Correlation analysis in which the sales of a given product are expressed as a mathematical function of so-called "independent" quantitative factors will yield weights similar to those employed in the SALES MANAGEMENT formula. If the analysis is to proceed to an investigation of all sales areas, it is desirable to limit the independent factors to those for which quantitative data are available for all counties.

The Buying Power Index is only one of many possible combinations of *Survey* data that have been devised to approximate market potentials. Experience is the only guide, since individual goods and services have their own particular characteristics. The examples below illustrate only some of the many different approaches. In all these cases, the punch card equipment makes possible the reduction to manageable proportions an otherwise insuperable job of tedious transcription and calculation.

To Evaluate Sales Performance

Before discussing specific industry applications, a word about the general use of IBM or Remington Rand punch cards for sales and promotion analysis. More and more companies of all sizes are increasingly adapting their accounting procedures and sales records to punch card equipment. This offers many new opportunities for evaluating sales performance. If a sales figure for an area or a product is expressed as a percent of the company total, comparison with some objective indicator of the potential, also expressed as a percentage, will draw immediate attention to the area or product for which sales are significantly greater or less than potential.

We reproduce actual IBM layout cards on page 49, indicating the number and diversity of market factors underlying the data in the Survey which can be reproduced for special analyses. IBM cards contain 80 columns which permit including on a single card information on company sales, codes to identify the area (which can refer to states, counties, cities, metropolitan areas, or any combination thereof), alphabetic description of the area, plus as many as six or seven of the market factors most applicable to a particular product.

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- 10—Get orders from other people's salesmen
- 11—Lead dealers and their salesmen to push your product instead of competing lines
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Beil Telephone
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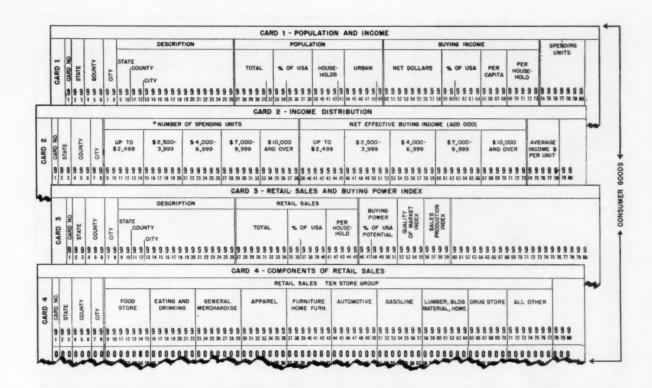
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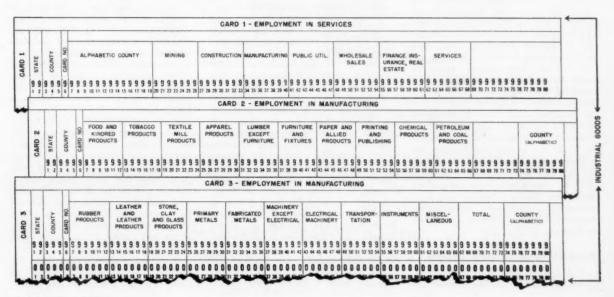
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Representation in Principal Cities



Additional Factors to those Shown in Illustrations Available on Cards for Each County

- Television Homes, January 1st
- % of TV Coverage, January 1st
- Gross Cash Farm Income, Current Year, from Livestock & Crops
- Number of Farms, 1954 Agricultural Census
- 1954 Retail Trade Census (Sales in all categories by counties and cities)
- % of All Households and Income, Each of Five Income Groups
- Index of Urban Demand
- Index of Suburban Demand
- Index of Resort Activity
- Index of Medical Equipment Demand
- Index of Office Equipment Demand
- · All Data from prior SM Surveys



research head, has decided which factors are of chief concern to him, he can take a set of county cards containing this information and rearrange them to conform to his sales areas, based on the county-by-county definition of each area. The cards can then be run through an IBM listing machine, to yield potentials, subtotaled for each area, which can be compared with actual sales.

The selection of market factors for any particular product depends in great measure on what economists call its "elasticity of demand." In simple terms-the degree to which its appeal is that of a low-priced necessity or high-priced luxury item or service. For products with a mass appeal, population would receive most weight. Luxury-type products would give most emphasis to income and within income, to those groups falling into the higher income brackets. At the same time, retail sales should also receive some weight, because an area may have both consumers and sufficient income, but the demand can not be effective without sufficient outlets to realize the sales potential.

Modifications of "Buying Power Index": Products with Mass Appeal

The principle of using population, sales and income as the basic three factors (as in the Buying Power Index) can be used for all types of goods. A large food manufacturer regularly uses the Survey cards, giving a weight of 4 to population, 4 to food sales, and 2 to income (all factors expressed as percentages of U. S. A.). This type of formula, suitable for lowpriced necessities, has also been successfully applied to such products as shoes, tobacco, work clothing, and drug products. In the past years, many large food processors have used Survey cards, with particular emphasis in the weighting, on population and food sales factors. A formula applicable to higher-priced products, used by a leading manufacturer of washing machines and other appliances, assigns a weight of 2 to number of families, 2 to sales of furniturehousehold-appliance stores, and 6 to income (all expressed as percentages of U. S. A.). In this case families are substituted for population, as should be the case wherever the product is sold on a household basis, rather than to persons. Similar formulas have been successfully used with refrigerators, vacuum cleaners, sewing machines and ranges.

Products with Quality Appeal

For a wide variety of high-priced products, reliance on the income facTABLE 1—ST. LOUIS COUNTY VS. WESTCHESTER Comparison of Relative Importance

	Percentage of St. Louis	f U. S. Total Westchester	Ratio of Importance St. Louis to Westchester
Population	.84	.44	1.92
Net Effective Income	.99	.68	1.44
Retail Sales	.93	.54	1.72
Buying Power Index	.94	.59	1.59
All Spending Units	.91	.42	1.59
Spending Units \$0— \$2,500	.76	.26	2.95
Spending Units \$2,500— \$4,000	.88	.31	2.82
Spending Units \$4,000- \$7,000	1.01	.43	2.38
Spending Units \$7,000-\$10,000	1.05	.65	1.62
Spending Units Over \$10,000	1.05	1.36	.78
Income of Spending Units			
Earning Over \$10,000	1.42	3.42	.42
Range of variation, high to low:	186%	1324%	

tor alone, no matter how heavily weighted, is not desirable because the income percentage is based on an aggregate. The total income figure for a county or city will include income for all classes, and frequently the contribution of high income families will be dampened by the income of low income groups.

For this reason, the income distributions underlying the income totals in the *Survey* (see card 2, page 49) offer far better indicators of potential for high quality products.

Most people do not realize what great variation exists in the distribution of high and low income families. Consider first Westchester, a wellto-do suburban county. Probably most people would estimate its demand for consumer goods at about six-tenths of one percent of the U.S. total, this being close to the Buying Power Index, which is the most widely used single indicator of demand. For low valued products, the population percentage would probably be used (.4364%) and for high value products the income percentage is commonly used (.6842%).

But Westchester has a much wider range of variation in demand. As seen in Table 1, it has only .26% of all consumer units in the \$0-\$2,500 group, and this is a better indicator of Westchester's demand for such items, perhaps, as work clothes or oleomargarine. At the other extreme Westchester has 1.36% of the nation's high income families (i.e. earning over \$10,000 per year) so that this would be a better indicator of Westchester's demand for such items as Cadillaes, sport cars, etc. And since such well-to-do families in Westchester earn far more than the national average for families in this bracket. Westchester has 3.42% of the total income earned by all families earning over \$10,000. Thus Westchester's demand for extreme luxury products (e.g. diamond bracelets, paintings, Lincoln Continentals) is seen to be over 13 times as great as its demand for low value goods.

While Westchester offers perhaps the widest income variations of any county, even a typically average urban county like St. Louis has 1.42% of the nation's top income and only .76% of the nation's low income families, a variation of 186%. Another dramatic indicator of the wide differences in relative standings is the fact that while St. Louis is nearly three times as important as Westchester as a market for low value goods, Westchester is nearly two and one-half times more important than St. Louis as a luxury market. None of these facts could emerge from a mere comparison of the buying power indexes alone; such refinements in the determining of specific potentials require use of the data on income groups.

Even for goods geared primarily to middle income families, the income distribution data will often highlight the true market potential in areas dominated by other income groups. For instance, a large manufacturer of "high fidelity" phonographs in the price range of \$50 to \$150 has discovered through analysis that its prime market embraces families earning between \$2,500 and \$7,000, with the income groups at either end excluded. Using our county-by-county data on the number of families in each of five income groups, the company converted each group into a specific percentage of the U.S. total, and, with the counties thus analyzed by income distribution, was in a position to regroup them by sales territories and compare the results with actual sales percentages.

A typical southern sales area, for instance, would have 5.75% of all families in the 0-\$2,500 class, 4.52%



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Table 2-AVERAGE EXPENDITURE IN DOLLARS IN A SINGLE YEAR, SELECTED ITEMS

									WOMEN (ove	& GIRLS r 16)		N & BO) (over 16)	/S		
Under \$1,000 \$1,000 to \$2,000 \$2,000 to \$3,000 \$3,000 to \$4,000 \$4,000 to \$5,000 \$5,000 to \$6,000 \$6,000 to \$7,500 \$7,500 to \$10,000 over \$10,000	Liquer \$ 2.69 5.33 9.55 11.96 19.41 24.32 27.34 47,75 105.50	Ciga- rettes \$ 9.36 28.81 54.78 64.42 78.77 86.44 85.85 97.44 87.56	Food (At home) \$ 388.63 501.76 764.91 981.76 1,144.08 1,241,04 1,264.21 1,520.41 1,741.21	Food (Away) \$ 24.14 40.45 33.25 28.49 40.17 59.94 77.20 95.46 200.18	\$heets \$ 1.25 2.68 3.95 5.32 6.89 7.98 9.84 11.86 16.79	Power Tools \$.06 .90 .28 2.52 2.48 3.77 3.22 4.84 13.58	Curtains \$.66 1.60 3.05 3.69 5.46 5.24 4.31 5.99 7.80	Wool Rugs \$ 3.84 2.15 5.83 11.12 23.55 37.51 23.93 24.12 51.58	(all) \$ 59.77 87.94 121.43 136.26 168.62 218.80 246.22 274.14	15.83 17.69 21.65 25.65 29.29 30.32	Tep- coats \$.98 2.85 3.52 4.19 5.27 6.78 7.21 7.95 18.04	Pa- jamas \$.53 .74 1.15 1.55 1.70 2.30 2.58 2.54 5.71	\$hoes \$ 3.61 7.20 8.76 10.96 12.62 13.94 15.25 16.44 24.10	Dental Care \$ 6.49 9.58 16.35 29.52 33.39 40.14 60.14 60.12 97.53	Drugs, Medicine \$16.56 15.16 20.85 28.25 33.37 33.33 38.54 42.50 49.30
Ratio of Expenditure Highest Income to Lowest Income Families	2,		4.4	8.3	11.0		11.8	13.4			18.4	10.8	6.7	15.0	2.9

of the \$2,500-\$4,000 families, 2.25% of the \$4,000-\$7,000 families, 2.02% of the \$7,000 to \$10,000 families and 1.80% of the above-\$10,000 families. In this area, and indeed in most areas, the company found that its actual sales percentage corresponded most closely to the 2.25% figure, i.e., the middle income group. The fact that the area had nearly 4% of the nation's population was only half as important.

The marketing importance of income distributions can be summarized by this fact. The sales response to practically all goods and services, other than basic necessities, will bear some relationship to the income of the consumer. These relationships can be fairly easily determined by sampling surveys. A recent survey of life insurance ownership conducted by the Survey Research Center of the University of Michigan indicated that about 50 percent of all families earning under \$2,500 were insured, whereas the percentage for families earning between \$2,500 and \$4,000 was about 80, and for families earning over \$4,000, the percentage was about 92. These percentages could then be applied to the number of consumer units falling in each income bracket, to yield for each county a theoretical or potential number of units that should carry life insurance if the national experience were duplicated in each county. The life insurance industry could then determined, by comparison with actual numbers of persons insured in each county, which counties have as yet not tapped their full life insurance potential.

The above procedure was applied to ordinary life insurance and other forms of life, health and property insurance, and the results published by Spectator in a study entitled "County Patterns of Insurance Sales" (Chilton Publishing Co., Phila., Pa.).

Consumer Expenditure Surveys

Perhaps the most significant marketing application of the income distribution data will come in connection with large scale consumer expenditure surveys, such as the one conducted by the BLS in 1950, and by Life in 1956. In both these studies, many thousands of families were subjected to intensive interviewing to record expenditures made for each and every item bought by all members of the household within the past year.

Tabulations of such expenditure data, when classified by income group, show that income is generally (though not in every case) the most important single factor in ex-

plaining variations in expenditure ratios. Here are some examples taken from the BLS study for families living in large Northern cities. (See Table 2)

As can be seen, expenditures on most items in the consumer budget are more or less directly correlated with income. Thus, families earning over \$10,000 annually spend over four times as much on food as do families earning under \$1,000. The demand for food in relation to income is considered "inelastic" (to use the jargon of economists), and the corresponding ratio for most commodities (with the exception of drugs and medicines) would be much higher. Thus families earning over \$10,000 spend about 39 times as much as low income families for liquor, 9 times as much for cigarettes, 8 times as much for eating out, 193 times as much for do-it-yourself power tools,

While expenditures for all commodities are correlated with income, the correlation may sometimes be inverse, or non-linear. For instance, consider expenditures on flour, taken from the BLS study for a typical seven day period in the Spring of 1951. (Table 3). In large cities, the heaviest expenditures for flour occur in lower-middle income families, earning under \$7,500 per year. This

Table 3—AVERAGE EXPENDITURE FOR FLOUR BY INCOME CLASS IN A SEVEN DAY PERIOD

	NORTH				SOUTH			WEST		
	Large Cities	Suburbs	Small Cities	Large Cities	Suburbs	Small Cities	Large Cities	Suburbs	Small Cities	
Under \$1,000	.18	.13	.13	.21	.32	.30	.12	.01	.10	
\$1,000-\$2,000	.16	.17	.14	.34	.49	.63	.13	.23	.25	
\$2,000-\$3,000	.18	.16	.24	.35	.43	.61	.21	.42	.28	
\$3,000-\$4,000	.21	.20	.21	.29	.27	.40	.20	.24	.23	
\$4,000-\$5,000	.20	.25	.20	.20	.28	.26	.20	.15	.32	
\$5,000-\$6,000	.25	.20	.28	.19	.27	.32	.20	.12	.20	
\$6,000-\$7,500	.17	.16	.17	.11	.21	.42	.31	.20	.14	
\$7,500-\$10,000	.15	.22	.29	.21	.04	.64	.15	.16	.19	
Over \$10,000	.14	.25	.29	.17	.08		.23	.12	.22	

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is also true of small towns and suburban areas in the South and West and for rural areas not covered by the BLS study. However, in suburban areas and small towns of the North, expenditures for flour rise with income, probably because of greater household opportunities and inclination for baking on the part of suburban housewives. Expenditures for baby foods are also heavily centered in the middle income groups, because most families with young children fall into these income classes.

These systematic relationships between consumer expenditures and income make possible the calculation of consumer expenditure potentials for counties with the help of the SALES MANAGEMENT IBM cards containing the county income distributions.

This procedure as previously outlined (See "Now a New Way to Guess-timate Potentials for 1500 Products," Sales Management, Jan. 15, 1956, pages 60-63) can now be refined by use of data on house-holds rather than consumer units, for products, such as large appliances, that are sold on a household basis. For other commodities, consumer

units would still be preferable in order that total consumption be accounted for, as in the example below (Table 4), page 54, illustrating the calculation for soft drinks.

In Table 4 it is assumed that all counties have been divided into different classes according to region and type of city, enabling us to use adaptations of the BLS expenditure data, suitably updated. Total expenditures in each county represent the product of the average expenditure per spending unit and the number of units in each income group. County totals add to state totals, which in turn will add to national totals, allowing for adjustment controls on both state and national levels. Calculations for every county in the nation can be performed quickly with the use of punch cards so that county potentials can be compared with sales.

Urban Demand

Consumer demand for a wide variety of goods and services seems related to the degree of urbanization of an area, as well as to other factors discussed above. Of two counties with equal population and income,

the one that is more "urbanized" will have consumer expenditure patterns geared to a certain urban way of life -greater proportionate expenditures on consumer services in general, such as rent, recreation, personal services, insurance, and on such goods as fashion apparel lines, men's accessories, and jewelry. This fact suggests the desirability of constructing a special "Index of Urban Demand" which will give emphasis to this urban factor. This index is similar in structure to the Buying Power Index, except that for each county we use its urbanized population (expressed as a percentage of total U.S. urbanized population) in place of total population in deriving a weighted index of urban buying power.

As an example, a large manufacturer of high style belts, braces, garters and jewelry has constructed an index of urban demand by giving a weight of 3 to urban population, 3 to retail sales and 4 to income, all expressed as percentages of the U. S. After weighing these three factors we add them to arrive at the index of urban demand. The degree to which this formula steps up the po-

Table 4—EXPENDITURES FOR SOFT DRINKS

NEW YORK COUNTY DUTCHESS COUNTY NEW YORK STATE TOTALS Average Expenditure \$ Per Unit Average Expenditur S Per Unit Number of Spending Units . No. of Total No. of Total Total Expenditure (thou, of dollars) Spending Units Earning Between Expenditure (thou. dol.) Spending Units Expenditure (thou. dol.) Spendin \$0-2,500 13.235 11.50 1,403,712 12.50 3.974 317.928 152 16,845 \$2,500-\$3,999 265,690 19.00 5,048 10,426 18.00 188 23,742 1.283.325 \$4,000-\$6,999 206.857 24.00 4.965 24.00 346 1,777,832 42,668 \$7,000-\$9,999 66,402 29.50 1.959 4,504 30.50 603,123 18,094 137 \$10,000 over 67,270 27,50 1.850 2.157 31.00 382,938 11,488 67 Total All Units 924,147 19.25 17,796 44,757 19.89 5,450,930 112,832

tential of urban areas is illustrated below, for instance, for a rural and urban county in Alabama:

Percentage of U. S. A.	Autauga	Jefferson
Population	.0108	.3734
Urban population	.0040	.4829
Sales	.0036	.3612
Income	.0048	.3416
B. P. I	.0056	.3538
Index of Urban Demand	.0042	. 3839

Here the rural county-Autaugahaving much less of an urban population (.0040% of USA total) than total population (.0108), therefore has an index of urban demand (.0042) which is 25% less than its BPI. Jefferson County, on the other hand, being heavily urbanized, has an index of urban demand which is 9% greater than its BPI. In this way the urban demand index will give a special boost to all urban counties, at the expense of the rural counties, totaling 100% for all counties in the U.S. This index can thus be used by all manufacturers and distributors who have felt in the past that for their products the BPI throws too much emphasis on rural areas.

Demand for Office Equipment

Manufacturers of office equipment have long been seeking a specialized county indicator of potential for their products. Census labor force data indicating the number of clerical workers by county have the defect that residence patterns on which labor force data are based do not coincide with employment patterns, as the New York metropolitan area so vividly illustrates. A correlation study of actual sales of office equipment revealed a high correlation with employment in finance, insurance, and real estate, with a weight of seven, (industrial card #1) and, rather surprisingly, with the Buying Power Index with a weight of three, after adjustments for special governmental areas like Washington, D.C. The index yielded by this formula offers a unique distribution pattern unlike any of the standard consumer indexes:

	Index of Office Demand (% of U. S.)	Buying Pow Index (% of U. S.
Manhattan County, N. Y	12.718	1.663
Hartford County, Conn	919	.467
Washington, D. C	1.447	.857
Cook County III		3.697

It is evident that the "urbanization" factor is most highly emphasized in the "Index of Office Demand."

Index of Suburban Demand

The growing importance of suburban markets has focused attention on the desirability of creating an index that would reflect the demand for such items as lawn mowers, garden supplies, barbecue equipment, swimming pools, do-it-yourself equipment etc. The outstanding characteristics of suburban markets are high ratios of owner-occupied homes, and heavy concentrations of middle and high income brackets. Thus a good county index of suburban demand may be obtained by applying the 1950 Census ratios of owner-occupancy (updated to reflect the national increase in these ratios since 1950) to the number of households earning over \$4,000 per year. The table appearing on page 55 contrasts results for three counties-the highly suburban county of Westchester, a highly urban New York State county and the rural county of Autauga, Alabama.

In this calculation, the suburban county of Westchester is seen to have over five times as much suburban demand as New York County even though the latter has three times as many high income households, because the owner-occupancy ratio of New York is so low. Thus the index of suburban demand so derived yields a demand pattern quite different from the Buying Power Index, or any other single indicator of overall consumer demand.

Relation of Consumer Demand to Commercial and Industrial

Many manufacturers find that the demand for their products may not be confined to consumer markets, but may overlap the industrial and commercial markets too. One example would be producers of materials and equipment used in the construction of homes, factories and commercial establishments. Another example may be the problem of fire insurance companies whose coverage rates differ with respect to homes, plants and commercial establishments. In such cases, county potentials may be developed as follows: National (or state wide) aggregates have to be established for each of the three types of demand. Each may then be automatically distributed among all counties, using the number of occupied homes expressed as a % of the USA, to indicate the relative importance among

"Now I Know . . . where to find a list of trade shows that gives exact dates, cities and man in charge."

You can know, too. See page 11



	NUMBER	OF HOUSEHOLDS E	ARNING	Total	Ratio of Owner	HIGH INCOME SUB	URBAN HOME
	\$4,000-\$8,999	\$7,000-\$9,999	Over \$10,000	Over \$4,000	Occupancy		% U. S.
Westchester	91,247	44,220	46,291	181,758	.55	99,967	.552
New York	298,858	98,150	73,543	470,551	.02	9,411	.052
Autauga	985	189	64	1,238	.50	619	.003
U. S.	19,797,261	6,797,446	3,597,067	30,191,774	.60	18,115,064	100,000

all counties of consumer demand. In the same way the industrial aggregate may be apportioned among all counties by use of data available on IBM cards on the number of factory employees in 1956. Finally, it has been found that the % of USA retail sales is so highly correlated with such types of commercial activity as wholesaling, finance, insurance, utilities warehousing, etc., that it can be safely used to distribute any commercial aggregate. The results may be illustrated by consideration below of estimates of fire insurance potentials for two counties in Massachusetts, obtained by use of the above three factors to distribute state-wide aggregates:

Type of Premium (Th.\$)	Suffolk	Worcester
Habitational	3117	1948
Mercantile	4145 920	1764 918
imminiation mg		
Total	9192	4630

Thus proper emphasis has been given to the greater relative importance of manufacturing in Worcester as compared with Suffolk.

In a detailed study of other insurance lines it was found that automobile insurance premiums were highly correlated with automotive sales and the urbanization ratio (particularly the latter), while all forms of group insurance (life, health, and accident) proved to be highly correlated to total employment.

A manufacturer of a plastic surfacing material determined that sales fell into four well defined groups new residential construction, furniture manufacture, interior decoration and home maintenance. The company's national dollar value involved in new residential construction was distributed among all counties in accordance with our county estimates of the annual increase in the number of occupied dwelling units. Sales to furniture manufacturers were distributed by way of employment in furniture manufacturing (industrial card #2), sales for interior decorating purposes were distributed according to furniture-household-appliance sales and those for home maintenance according to the number of occupied dwelling units as of January 1. Thus for each county we had four independently derived dollar totals which when added represented the total potential for this company's product in that county.

Other Uses of Survey Data on Cards

a. Classification By Size and Market. Many companies find it desirable to regroup cities into various classifications not found in the Survey. The IBM cards facilitate the distribution of city cards into size groupings for population, families, retail sales, etc. Certain interesting market characteristics emerge from such analyses. Although per capita and per family income vary directly with city population size, the largest per capita food sales are found in cities with populations of between 2,500 and 50,000; the highest general merchandise sales per capita in cities with populations

of between 250,000 and 1,000,000; the highest per capita sales of home furnishings, radios and appliances in cities with populations of between 100,000 and 250,000; the highest per capita automotive sales in cities with populations between 25,000 and 50,000; and the highest per capita sales of drugs in cities with populations of between 100,000 and 500,000.

Another interesting application of this kind was made by The Farm Journal, which reapportioned the population of small towns (under 10,000) according to Congressional Districts in an analysis of voting trends.

- b. Curtis Market Areas. All 3,072 county cards are annually distributed and subtotaled into the 501 market areas delineated by the Curtis Research Department. Other national breakdowns in use include the 613 Hearst Areas and the National Wholesale Druggists Association 84 areas.
- c. Television Areas. The major broadcasting networks all use Survey data on cards to work out market data subtotals for television areas. A commonly used set of television coverage areas is that devised and kept up-to-date by Television Magazine. There are over 250 such television areas. IBM cards containing Survey data can be coded to include such TV coverage areas as well as county data on the number of television homes (as of Jan. 1, 1958), plus ratios of TV homes to total homes.

Western Family NOW 1,350,000 CIRCULATION

By far the largest circulation of any magazine written, edited and published in the West

TO SELL THE WEST, BUY WESTERN FAMILY

"Now I Know . . . where to check for new markets-industrial or trade shows in allied fields."

You can know, too. See page 11



d. Circulation Analysis. Survey cards carrying data on households are used as a base to establish current circulation coverage ratios for all major magazines. Eleven cooperating advertising agencies in Chicago recently broke down the circulation of 60 reading magazines by counties and metropolitan areas, relating circulation figures to Survey data. A similar study was also made by them on newspaper circulation. Survey cards are also used as a base to establish number of radio and television homes. by county.

e. Supermarket Sales by County. The research department of The American Weekly has used IBM Survey data on food sales to segregate sales of supermarkets. Ratios of supermarket sales to total food sales have

Shows

at a glance

comparative

Retail Sales Strength

of every county

... 27" x 41"

... in 6 colors

been found to range from under 25 percent in Cook County to over 75 percent in Los Angeles.

f. Growth Factors. Data on households taken from successive Surveys have been found to be useful in establishing growth trends, by county, in residential construction.

g. Forecasts of Market Data. Several large companies use Survey data on cards to project trends for one-tothree-year periods, in an effort to avoid basing current quotas entirely on past experience. One large drug company for instance used our cards to forecast drug store sales by county for the period 1957-1961.

h. Back Data. Many users desire back series in order to keep track of divergent regional trends. One difficulty in the use of past Surveys of Buying Power for such a purpose is that we do not publish past estimates for changes in level resulting from the publication of new and more accurate information available from the Census Bureau. Although on the whole valid indications of trend movement will emerge from comparison of estimates in the 1958 Survey with past Surveys, there will be occasional discrepancies due to revision of levels. For those interested in long term trends by counties, Market Statistics, Inc., has developed sets of IBM cards containing comparable data on population and sales going back to 1939 covering all counties.

i. Industrial Markets. Data on industrial plants and employment are available on cards for all 3,072 counties. The layout-form on page 49 indicates the twenty-six industrial classifications for which such data are available.

The above can only suggest some of the many new developments made possible by the availability of Survey data on cards. The research staffs of SALES MANAGEMENT and Market Statistics, Inc., will gladly offer, without charge, advice and consultation service on any marketing problem that may require such use of Survey data. Address communications to either SALES MANAGEMENT or to Market Statistics, Inc., 432 Fourth Ave., New York 16, N. Y., or telephone MUrray Hill 4-3559.

Sales Management's

1958 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

- 1. All Metropolitan County Areas clearly defined.
- 2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
- 3. Differences in retail sales volume indicated by County shad-

Red-for counties with \$100 million or more. Green-for counties with \$50 million to \$100 million. Yellow-for counties with \$25 million to \$50 million. Blue-for counties with \$10 million to \$25 million.

- 4. 1750 cities with retail sales of \$20 million or more.
- 5. City populations indicated-(as of January 1, 1958).
- 6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
- 7. Special markings indicate counties whose family sales exceed U. S. family average.

PRICE: \$3.50 a single copy; \$3.00 each for two or more copies SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y. Specialized
VERTICAL
PUBLICATION
With a HORIZONTAL COVERAGE

read by over 50,000 Counter, Fast Food and Fountain Restaurants

NO MATTER WHAT YOU CALL THEM — fountains, counter restaurants, luncheonettes, coffee shops, diners, industrial cafeterias, sandwich shops, drive-ins, etc.

NO MATTER WHERE YOU FIND THEM — in drug stores, variety stores, department stores, confectionery stores, airports, railroad stations, bus terminals, etc.

ON MAIN STREET OR MAIN HIGHWAY OR IN INDUSTRY — they all have one thing in common —

FAST SERVICE

1902 - 56th Year of Publication - 1958

A BILL BROTHERS PUBLICATION



Editorial and Executive Offices

386 Fourth Avenue New York 16, N. Y. LExington 2-1760

Mid-Western Office: 333 N. Michigan Ave., Chicago 1, Ill., State 2-1266

Pacific Coast Representative:

The Richard Railton Co., Monadnock Bldg., San Francisco 5, Calif., Sutter 1-1060



It's 2 to In fast-service eating places, twice-the-turnover-per-seat means more meals...more sales...more profits.



The Farm Market Section

Gross cash farm income in 1957 totaled \$31 billion, representing little change from 1956, and serves to define the magnitude of today's farm market, in terms of both the gross income and farm expenditures. There are so many ways to define the magnitude of farm income that it would be useful to review them here.

Our total is obtained by adding about \$1 billion of government payments to \$30.0 billion of cash receipts from farm marketings. If you add \$3.4 billion in non-money income (\$1.8 billion of imputed rental value of farm dwellings, \$1.6 billion for food consumed on the farm) you get a maximum realized gross farm income of \$34.4 billion. Farm production expenses amounted to \$22.9 billion in 1957, leaving \$11.5 billion as farmers' realized net income, to which we must add \$.6 billion for the net change in farm inventories. This gives us \$12.1 billion as farmers' total net income.

Spread over some 4.5 million operating farms today, this represents an average net income per farm of about \$2,700. However, farm wages of laborers on farms came to \$1.8 billion so that the total farm income of the farm population came to \$13.9 billion. But an additional income of \$6.3 billion was earned from nonfarm sources, so that income of the farm population came to \$20.2 billion. Spread over a farm population of about 20.3 million persons, this comes to a per capita income of \$993, as compared with \$1,734, the per capita income of the total population.

We present below estimates of 1957 gross cash farm income by county, broken down into crops (and forestry products) and livestock and livestock products, along with the number of farms, as ascertained in the 1954 Census of Agriculture. The degree of underenumeration of farms in this census is about equal to the decline in the number of farms since 1954, so that this figure can be regarded as roughly equivalent to the current number of farms in operation.

The estimates of gross cash income by county presented here represent an improvement over estimates previously published in the Survey of Buying Power, by virtue of the fact that estimates could be made independently by county for crops and for livestock, by applying state estimates released by the Department of Agriculture for the full year to the county data published in the 1954 Census of Agriculture.

It will be noted that in some counties farm income totals exceed total Net Effective Buying Income. In almost all such cases, it will be found that farm expenses, i.e., deductions from gross income for wages, feed, fertilizer, depreciation, interest, etc., constitute a relatively high proportion of gross farm income, and that if all adjustments were to be made, net farm income would fall short of Net Effective Buying Income. The relation between net and gross farm income varies considerably according to types of farming. Thus in Southern states, the ratio of net to gross farm income would fall short of Effective Buying Income whereas in highly mechanized farming areas the relation between net and gross will fall below 50%. It was felt, however, that the gross farm income represented a better indicator of the importance of the farm market. The gross figure is certainly most important in assaying the county's potential for farm equipment, supplies and materials.



Notes On Totes

A tote dish is one that tastes good and travels well. When modern, on-the-go, farm families get together, it's often covered dishes down at the church or Grange—and the eating is the "greatest."

Farm women are the best cooks in the world, and farm folks really appreciate good food. To keep winning those family pats-on-the-back, Mrs. Farm Homemaker needs recipes and food ideas that save time, save trouble, yet leave room for her own personal, creative touch. FARM JOURNAL'S food editors specialize in this.

Starch Readership Ratings reveal that farm women also take an extraordinary interest in the food advertising pages of FARM JOURNAL. A study of more than 300 food and grocery product advertisements appearing in FARM JOURNAL and one or more general weekly, women's service or shelter magazines, discloses that FARM JOURNAL consistently delivers nearly twice as many "Read Most" women readers per dollar.

In the farm news field FARM JOURNAL has no equal. But, it is more than just the leading farm news magazine. FARM JOURNAL is a *family* service magazine, the magazine farm families depend on.

That is one of the reasons why advertisers invest nearly twice as many dollars in FARM JOURNAL as in any other farm magazine—more than the next two combined.

FARM JOURNAL is one of the nine great magazines that average more than \$1,000,000 in advertising revenue per issue:

BETTER HOMES and GARDENS - FARM JOURNAL - GOOD HOUSEKEEPING
LADIES' HOME JOURNAL - LIFE - LOOK - McCALL'S
READER'S DIGEST - SATURDAY EVENING POST

FARM

One of the nation's truly great <u>service</u> magazines Read by most of the best farm families

Graham Patterson
Publisher

Richard J. Babcock President

Your ads sell harder in

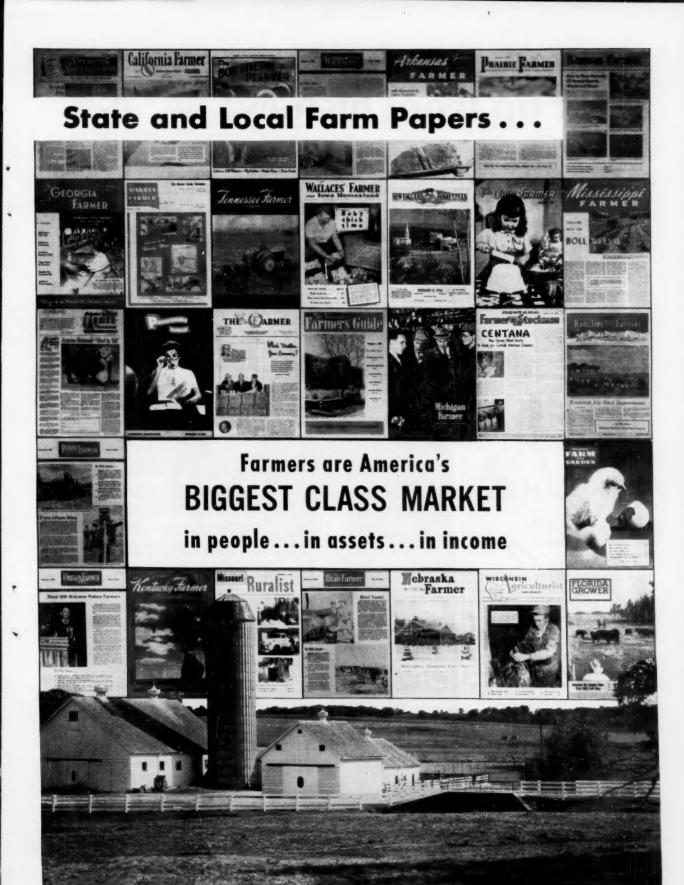
Choose the media farmers prefer

Survey after survey shows farmers prefer their own State or Local Farm Paper by a wide margin. By any measure of preference—readership, loyalty, acceptance, response—State and Local Farm Papers top all other farm media!

This is a natural and understandable preference. Because of big differences in climate, crops, and customs, only a State or Local Farm Paper can give the bulk of its readers the detailed help they need to farm more successfully and live more happily. And this localized editing also adds punch to your advertising. You can vary your sales story state by state . . . blanket all America by using 30 State and Local Farm Papers. You can talk price, list dealers—make your ads sell harder.

No wonder, your advertising has stronger appeal and surer sell when it goes calling with this trusted farm friend—the State and Local Farm Paper!

Get all the facts and figures . . . find out how little it costs to use the media farmers prefer. Write State and Local Farm Paper Committee, Room 1600, 28 East Jackson Blvd., Chicago 4, III.



MAY 10, 1958

Hot tip from history!

Demosthenes and Cicero were important broadcasters in their day, without benefit of microphones or network. A long time after, an English historian made a significant comment.

When Cicero orated, his listeners remarked that he made a dandy speech. When Demosthenes spoke, he made the Athenians mad enough to fight Macedon.

Cicero got a terrific audience rating. Demosthenes got action!

What are advertisers buying these days? Isn't the real answer that old fashioned,

non-socio-psychological word-Influence?

An advertising medium is an influence or it isn't a medium. How can you tell?

In behalf of Successful Farming, a magazine with the modest circulation of 1,300,000, consider:

You raise pigs, and regularly lose one out of six baby pigs in every litter. Successful Farming tells you how to save that sixth pig. Would SF have influence with you?

A farmer learns in SF about wide row corn planting, and grows corn in the same field every year instead of every other year. Does SF have influence with him?

SF shows a woman a kitchen centers plan—efficient, work saving, beautiful—installed piecemeal, as her budget permits. Does SF have influence with her?

Multiply these instances a few million times over fifty years, and you estimate Successful Farming Influence...in

the barns, fields, houses, and the bank accounts of a million or more US farms.

SF helps the country's best farmers make their jobs easier, prevent losses, increase production, earn more, and helps their families live better. So they read it, believe it, follow it, rely on it, refer to issues for years.

They show SF editors farms, records, and bank books. They drive hundreds of miles to see an SF sponsored demonstration. They swarm into stores with

SF promotions, and send sales skyrocketing. And they never forget favors received!

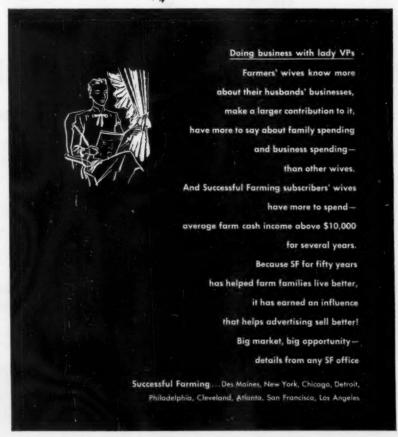
Is it any wonder that advertising in SF gets better reception, and better response?

In addition to Influence, SUCCESSFUL FARMING has an audience that's blue chip—average cash income from farming above \$10,000 for years; a \$12 billion market, equivalent to another national suburbia!

SUCCESSFUL FARMING also delivers pressure on an important segment of the national market where general media run light, balances national schedules.

Call any SF office to learn the facts.

Meredith of Des Moines . . . America's biggest publisher of ideas for toda /s living and tomorrow's plans.



STATE			OF FAI		STATE			E OF FA		STATE			UCTS 50	
COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)
ALABAMA					ARIZONA					Newton	1,261	49	802	98
iutauga	1,519	1,828	2,220	4,121	Apache	233	137	4,783	5,620	Ouachita	1,380	270	587	93
aldwin	2,534	7,721	4,805	12,727	Cochise	904	7,074	5,629	12,703	Perry	670	445	839	1,3
larbour	2,494	3,484	1,998	5,688	Coconino	218	341	4,630	4,977	Phillips	3,895	20,915	621	21,5
libb	1,117	542	801	1,217	Gila	251	21	2,868	3,031	Pike	924	152	684	8
Blount	3,682	4,162	4,613	8,887	Graham	417	6,192	4,282	10,490	Poinsett	3,399	29,565	802	30,3
Bullock	1,634	1,233	1,357	2,781	Greenies	158	919	1,212	2,131	Polk	1,536	68	1,201	1,3
Butler	2,161	1,882	1,864	3,769	Maricopa	3,502	126,417	73,756	200,173	Pope	1,753	892	2,688	3,6
Calhoun	1,996	1,319	1,821	3,233	Mohave	145	262	2,158	2,516	Prairie	1,332	10,068	786	10,9
Chambers	2,177	1,560	1,551	3,297	Navajo	456	253	3,255	3,509	Pulaski	2,584	4,711	2,725	7,4
Cherokee	2,141	4,543	1,366	5,990	Pima	641	14,683	7,864	22,548					
					Pinal	1,047	86,689	8,737	95,426	Randolph	1,558	3,022	1,534	4,8
Chilton	2,785	2,859	1,343	4,254						St. Francis	3,689	19,211	736	19,9
Choctaw	2,344	921	585	1,865	Santa Cruz	173	1,023	1,987	3,011	Saline	1,176	84	1,332	1,4
Clarke	2,525	858	756	1,915	Yavapal	609	513	8,511	7,024	Scott	1,102	66	1,202	1,2
Clay	1,967	792	1,838	2,703	Yuma	569	35,477	8,897	44,389	Searcy	1,322	362	1,014	1,4
Cleburne	1,391	558	3,115	3,768						Sebastian	1,610	483	2,198	2,6
Coffee	2,773	4,445	1,942	6,516	Total Above Counties	9,321	280,001	136,569	417,548	Sevier	1,124	197	1,583	1,8
Colbert	1,837	4,046	1,673	5,751						Sharp	1,156	378	1,234	1,0
Conecuh	2,338	2,290	1,575	3,982						Stone	1,068	73	785	
Coosa		275	1,070	1,475						Union	1,763	358	1,075	1,
Covington	3,098	3,428	2,872	6,417	ARKANSAS									
		,,,,,,	,	-2	Arkansas	1,661	20,084	761	20,877	Van Buren	1,358	153	1,948	2,
Crenshaw	1,983	2,743	1,369	4,228	Ashley	2,135	6,000	1,001	7,039	Washington	4,094	928	21,060	
Culiman	6,291	7,968	8,444	16,566	Baxter	809	37	1,595	1,674	White	3,470	3.359	3,554	6.1
Dale	1,611	2,791	1,517	4,427	Benton	4,492	1,127	22,164	23,326	Woodruff	1,910	10,874	415	4.0
Dallas		3,712	4,542	8,508	Boone		108	3,036	3,159	Yell	1,465	1,048	4,788	
De Kalb		7,707	5,616		Bradley		713	618			1,100	1,010	4,100	
Elmore		3,267	2,568	6,165	Calhoun		398	271	702	Total Above Counties	145,075	409,660	152 771	565.
Escambia		3,948	1,793	5,811	Carroll	1,828	110	6,861	7,008	Total Noove Committee	140,010	100,000		***
Etowah	3,169	2,574	2,268	4,962	Chicot	1,858	9,007	1,259	10,315					
Fayette	2,089	1,041	1,112	2,273	Clark	1,656	850	1,238						
Franklin	2,418	1,868	1,209	3,094	ORDIN	1,000	000	1,400	2,201	CALIFORNIA				
r ramami	2,910	1,000	1,200	3,009	Clay	2,805	10 000	1,962	10 001	Alameda	1,428	19,693	13,568	33.
Geneva	2,292	5,117	3,080	8,258	Cleburne	1,420	10,022	2,219		Alpine	13	19,093	113	33,
Greens		1,837	1,476	3,107	Cleveland		492	828		Amader	307	171	1,920	1
Hale		2,261	5,120		Columbia		1,044				2,843	30,306	9,491	
	1,832			7,454				1,155		Butte		262		-
Henry	3,008	4,818	1,707	8,601	Conway	1,633	1,614	1,554		Calaveras	430 748		2,769	
Jackson	4,058	7,779 5,454	3,854	11,721	Craighead	3,759	20,109	1,406		Cootes Coote		30,105 17,392	4,754 6,246	
Jefferson	3,186	1,329	2,665 4,015	8,219 5,379	Crawford	1,689	1,306 32,321	1,789		Contra Costa Del Norte	1,812	378	1,293	
Lamar		1,320			Crittenden	2,454		540		Eldorado	552		1,704	
Lauderdale	3,800	4,673	1,016 2,214	2,578 6,927	Dailas	856	17,525 204	343		Fresno	9,778	3,850 235,813	48,826	
Lawrence	3,335	5,478			Daltas	800	204	343	202	Fresno	9,770	230,010	40,020	204,
Lawrence	0,000	9,410	1,696	7,199	Desha	2,420	12,641	811	13,470	Glenn	1 530	10 570	14,070	32.
Lee	1,940	1,816	1,980	3,966		1,788	3,389	814		Humboldt	1,538	18,579 738	13,258	
Limestone					Drew					Imperial	1,659			
Lewndes		7,371	3,279			2,476	1,882				1,633	0.00	45,439	
Macon	1,947		3,222		Franklin		88			Inyo		69	2,140	
		2,589	1,296	3,997						Kern	2,304		48,232	1
Madison		11,310	4,245		Garland		63			Kings	1,845	64,519		
Marenge		2,451	3,267		Grant	888	112			Lake	1,038	0,830	2,018	
Marion	2,721	2,434	1,041	3,599	Greens				1	Lassen	397	70 400	4,553	1
Mobile		6,943	8,729		Hempstead					Los Angeles	8,254	79,490		
	2,646	4,205	3,928	8,205	Hot Spring	1,539	1 60	1,476	1,617	Madera	1.806	39,313	19,079	58,
Monroe	0.070	2 270	1 201	8 044	Howard	1 000	910		0.000	Marin	***	* 000	15 500	1 40
Monroe	2,873			5,211	Howard					Marin				
Montgomery	2,391				Independence	2,084				Mariposa	299			
Morgan	3,780		3,003		Izard						1,586	1		
Perry	2,135				Jackson					Merced				
Pickens					Jefferson				1	Modec		1		
Pike			2,185		Johnson							1		1
Randolph	2,572				Lafayette									
Russell					Lawrence						1,576			
Saint Clair	1,986				Leo								1	1
Shelby	1,542				Lincoln	2,031	9,020	56	9,623	Orange	4,593	67,398	43,20	7 110
Sumter	2,702	1,856	1,903	3,931										
					Little River							10,697	6,37	3 17
Talladega											151	41	1,45	4 1
Tallapoosa	2,167	1,000	1,123	2,321	Lonoke	2,99	16,636	2,23	18,887	Riverside	4,90	75,24		
Tuscaloosa	3,521			5,038			8 200			Sacramente	3,39			
Walker	3,122	1,278	2,467	3,834			3 2	1,49	1,549	San Benite	88	1	1	
Washington	. 1,561										5,47			
Wilcox		1,858	1,75	3,691										
Winston														
	-		-		Montgomery						5,43			1 15

STATE			E OF FA		STATE			E OF FA		STATE			UCTS SO	
COUNTY	Ne. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	COUNTY	Ne. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	COUNTY	No. of Farms	Crops (\$000)	stock (\$000)	Total (\$000)
CALIFORNIA-					Ouray	118	137	774	914	Gulf	98	11	82	11
(Cont'd)		- 1	1		Park	159	35	1,523	1,565	Hamilton	747	3,338	611	3,98
					Phillips	560	6,570	2,202	8,772	Hardee	1,114	8,828	1,227	10,00
an Mateo	484	9,824	4,102	13,960	Pitkin	82	85	882	967	Hendry	188	12,890	1,638	14,77
anta Barbara	1,374	38,620	29,033	67,660	Prowers	904	4,530	6,124	10,654	Hernando	387	1,988	1,167	3,10
anta Clara	4,953	79,816	25,537	105,384	Dushla	1 027	0.000	8.077	0.075	Highlands	583 4,492	12,620	1,771	14,4
hasta	1,578	20,703	5,625 4,912	26,352 5,829	Pueble	1,037	2,993 415	6,077 3,198	9,075	Holmes	1,481	1,659	13,340	2.9
ierra	66	26	669	710	Rio Grande	534	8,115	3,996	12,111	110mmea	1,401	1,000	*,	2,0
iskiyou	970	5.956	5.884	12.063	Routt	531	1.608	3,829	5,438	Indian River	683	8,310	1,104	9,4
Solano	1,229	22,649	13,359	36.008	Saguache	302	2,204	2,866	5,070	Jackson	2,997	5.349	4.835	10.2
onoma	5,831	18,409	50,420	69.207	San Juan		-,	-,		Jefferson	924	2,774	932	3,8
tanislaus	6,629	61,497	62,782	124,286	San Miguel	112	215	1,013	1,235	La'ayeite	483	1,881	836	2,7
					Sedgwick	417	5,226	2,783	8,009	Lake	2,920	43,178	1,554	44,8
lutter	1,787	46,359	5,378	51,783	Summit	36	40	457	498	Lee	458	6,926	985	7,8
ehama	1,707	6,754	9,927	16,703	Teller	95		401	406	Leon	910	1,068	1,296	2,5
rinity	215	29	476	596						Levy	498	820	1,498	2,4
ľulare	6,634	164,134	50,766	215,243	WashIngton	1,162	6,605	6,367	12,972	Liberty	285	17	747	7
Tuluomne	352	128	4,082	4,252	Weld	4,087	31,077	81,231	112,308	Madison	1,104	3,419	1,538	5,0
/entura	1,856	86,862	12,453	99,322	Yuma	1,307	5,821	6,128	11,949				9.000	
Yalo	1,158	46,861	7,340	54,213	P. 101	40 74	470 50-	000 000	803 000	Manatee	804	7,203	1,920	9,1
Yuba	804	9,391	4,265	13,752	Total Above Counties	40,749	173,035	333,671	507,070	Marion	1,853	8,619	3,910	
Patal Abana Canadian	100 070	0007 014	1000 900	0440 500						Martin	188	2,613	1,216	3,8
Total Above Counties	123,075	2007,314	1099,765	3112,503						Monroe	205	96	1,684	1.8
					COMMECTICUT					Okalocsa	863	643	789	1.4
COLORADO					CONNECTICUT	1,104	4,984	5,933	10,932	Okeechobee	242	260	1,506	1.7
Adams	1,286	5,683	28,375	34.058	Fairfield		33,115		47,860	Orange	2,726	48,200	4,854	53,0
Uamosa		2.654	2,124	4,778	Litchfield	1,618	1,069			Osceola	527	2,578	1,800	4.4
Arapahoe	674	2,617	3.267	5.884	Middlesex	835				Palm Beach	874	37,825	10,797	
Archuleta		152	1.678	1.853	New Haven	1,626	5,188		15,993	I dim boatm	0.1	01,000	10,101	10,1
Васи	934	3,590		7,265	New London	1,932	1,313			Pasco	1,036	8,999	2,620	11,3
Bent	575	2.054	4,645	6,699	Tolland	1,322	3,278			Pinellas	758	5.571	4,026	9,6
Boulder		1,628	10.641	12,269	Windham	1,688	602			Polk	4,020	84,312	5,826	
Chaffee	199	163	961	1,129						Putnam	622	4,070	2,168	6,5
Cheyenne	434	1,149			Total Above Counties	12,753	53.538	98,165	151,969	St. Johns	350	8,612	1,174	9,8
Clear Creek	14		55							St. Lucie	735	15,082	1,274	16,3
										Santa Rosa	1,202	2,352	1,337	3,7
Conejos	732	2,764	3,313	6,121						Sarasota	349	2,350	1,071	3,4
Costilla	380	3.030	998	4,067						Seminole	789	8,859	1,316	10,1
Crowley	442	1,079	2,073	3,152	DELAWARE					Sumter	761	2,117	1,376	3,5
Custer					Kent									
Deita					New Castle	1,130				Suwannee			1,725	
Denver	107	3,334			Sussex	3,229	16,385	62,361	79,001	Taylor			448	
Dalores									***	Union			481	
Douglas					Total Above Counties	6,297	31,776	79,409	111,518	Volusia			2,025 178	
Eagle	179												1,359	
Elbert	733	540	5,439	5.987						Walton	1,003		909	
El Paso	897	1,239	6,325	7,575	FLORIDA					wasnington	1,003	409	803	.,
Fremont					Alachua	1,610	5,005	3,830	9,025	Tetal Above Counties	57,543	496,323	153,700	654
Garfield	677				Baker					Total Fibero Country	1	100,020	100,100	
Gilpin	17		3,530		Bay									
Grand				1	Bradford					GEORGIA				
Gunnison					Brevard				1	Appling	1,403	2,690	1,133	3.
Hinsdale	40		1		Broward				23,001	Atkinson		1,612	723	2,
Huerfano	353	73	2.076	2,166	Calhoun		792	818	1,688	Bacon		2,420	951	3,
Jackson					Charlotte		1,063	1.024	2,088	Baker	. 751	1,488	805	2,
Jefferson	1,17	1,685	5,399	7,100			567	518	1,096	Baldwin	464	550	811	1,
					Clay		305	3,449	3,985	Banks	. 981		100000	
Kiowa	. 443	1,721	1,93	3,661						Barrow	1,138	0.000	4,046	
Kit Carson	1,08	2,449								Bartow	1,519			
Lake						. 110				Ben Hill	. 654			1
La Plata	. 83									Berrien	1,448	5,299	1,429	6.
Larimer														1
Las Animas										WILE.	-		0.000	
Lincoln													2,067	
Logan														
Mesa	. 2,44										1 70			4
Mineral	. 2	9	12	0 128							1,70			
88-W-4	1				Franklin			1 9						
Moffat						1,02	15,30	2,89	5 18,469	Bulloch			10000	
Montezuma										Butts				
	1,31	6 3,79				1			9 1,535					
Montrose		0 11,30	2 18,47	2 29,777	Glichrist	. 36	9 88	2 64			69	0 2,51	1,15	

STATE			E OF FA		STATE			E OF FA		STATE			UCTS SC	
COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	COUNTY	No. of Farms	Crops (\$000)	Live- steck (\$000)	Total (\$000)	COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)
EORGIA—(Cent'd)					Long	331	329	211	825	IDAHO				
andler	908	2,283	830	3,189	Lowndes	1,521	4,897	1,832	7,079	Ada	2,007	3,609	12,658	16,2
arroll	3,155	1,775	4,048	5,898	Lumpkin	893	181	8,193	8,416	Adams	283	707	2,181	2,9
atoosa	833	354	4,127	4,508	McDuffie	826	907	907	1,913	Bannock	873	5,240	3,699	8,9
hariton	192	128	228	463	McIntosh	186 991	3,969	1,076	256 6,101	Bear Lake	759 440	1,401	2,981	4,3
hattahoochee	496 52	502 39	2,003	2,604 114	Macon	1,545	1,851	2,802	4,734	Bingham	2,160	19,900	9,033	28,9
hattooga	1,098	934	1,170	2,196	Marion	650	944	591	1,597	Blaine	321	1,369	3,997	5,3
herokee	1,646	240	13,035	13,327	Meriwether	1,573	3,453	1,398	5,103	Boise	142	125	698	8
larks	495	493	2,152	2,690	Miller	1,118	2,729	1,528	4,316	Bonner	1,150	453	2.005	2.6
lay	567	1,150	512	1,738	Mitchell	1,777	5,920	2,783	8,877	Bonneville	1,483	14,597	6,959	21.5
layton	804	254	1.036	1,325	Monroe	702	242	2,428	2,888	Boundary	596	1,988	1.075	3.2
linch	209	301	197	683	Montgomery	745	1,162	778	2,065	Butte	271	1,749	1,737	3.4
obbddo	1,987	361	4,612	5,013	Morgan	1,104	2.544	3,498	6,150	Camas	131	1,769	631	2.4
affee	1,979	5,178		7,794	Murray	1,023		2,312		Canyon	4,183	22,928	20,495	43.
olquitt	2,678	11,275			Muscogee	350	156	762	1,085	Caribou	578	4,927	3,630	8,1
Columbia	736	318			Newton	984	. 1,245	1,821	3,154	Cassia	1,225	9,926	8,887	18,1
Cook.,,	1,137	4,201	1,146	5,430	Oconee	818	1,677	1,181	2,916	Clark	67	248	1,190	1.4
oweta	1,501	1,564	1,387	3,059	Oglethorpe	1,201	1,484	1,366	2,969	Clearwater	389	1,155	358	1,
Prawford	568	1,290			Paulding	1,149	621	2,057	2,743	Custer	290	636	2,304	2,
Crisp	917	4,101	1,217	5,400						Elmore	407	1,512	3,511	5,
					Peach	316	3,641	539						
Dade		156			Pickens	765	85	3,783		Franklin	1,098	3,532	4,663	8,
Dawson	605	91	1		Pierce	1,287	3,824	1,358		Fremont	892	9,044	4,420	13,
Decatur	1,306	5,285			Pike	875		1,119		Gem	916	3,431	5,162	8,
De Kalb	1,048	191			Polk	1,253		1,252		Gooding	1,038	4,738	7,189	11,
Oodge		2,131			Pulaski	684		758		Idaho	1,090	8,106	4,350	12,
Dooly		5,310			Putnam	535		2,786		Jefferson	1,247	8,606 11,981	4,755	13,
Dougherty	890	1,337			Quitman	628		515		Kootenai	1,122	2,982	9,308	5.
Early	1,638	5,534			Randolph	1,016				Latah	1,309	12,180	2,064	
Echols	209	319			Hallworph	1,010	2,000	1,000	4,004	Lemhi	491	444	3,880	
	1	010	1 "	000	Richmond	478	840	750	1.405		401	***	0,000	-
Effingham	806	720	897	1,758	Reckdale	636		1		Lewis	391	8,065	546	8,
Elbert					Schley	401	914	379		Lincoln	413	2,601	2,820	
Emanuel	1,601	3,294	1,415	4,952	Screven	1,687	2,918	2,328	5,512	Madison	902	6,877	4,696	11.
Evans	609	1,344			Seminole		2,485	1,647	4,170	Minidoka	1,067	11,112	5,222	
Fannin	1,068	193	691	911	Spaulding		1,274	1,480	2,723	Nez Perce	938	10,838	2,016	12,
Fayette	. 850	827	849	1,768	Stephens			1,474	1,649	Oneida	485	3,787	1,886	5.
Floyd			2,707		Stewart					Owyhee	744	4,812	6,215	11,
Forsyth					Sumter	1,238				Payette	1,113	4,453	5,699	
Franklin			-		Talbot	623	423	886	1,483	Power	397	6,354	1,404	
Fulton	2,127	1,104	5,52	6,755	T-11-6	1	100			Shoshone	168	23	249	
011	000		4 000	0 442	Tallaferro				1	T-1	1		4 000	
Gilmer					Tattnall					Teton	447		1,837	
Glascock					Taylor					Valley	2,406	26,829 739	16,583	
Gordon		2,430			Terrell			937		Washington	778	3.017	4,984	1
Grady					Thomas					***admington	110	3,017	4,004	0,
Greene	947				Tift					Total Above Counties	38,735	253.317	192,316	447
Gwinnett	2,659				Toombs					Total riboro countre	00,100	200,011	102,010	440
Habersham					Towns						1			
Hall	2,277	473	15,75	16,389	Treutien	613	1,021	494	1,791					
Hancock		1,136	704	1,989							1			
		1			Troup	1,337	395	1,482	2,038	ILLINOIS				
Haralson					Turner			1	1	Adams	2,733			
Harris					Twiggs					Alexander				
Hart					Union					Bond	1,384			
Heard				1	Upson					Boone				
Henry	1,50				Walker					Brown	840		100	. 1
Houston	1,30				Walton					Bureau	2,73			
Jackson										Carroll				
Jasper						1,84				Cass			1	
Jeff Davis			1							Champaign				
lafferen	1,23	9 50	0 100	0 4,748	Wayne	94				Chelatian				
Jefferson			-1						-	Christian	2,11		1	
Jenkins										Clark				
Johnson	1									Clay	1,65			
Lamar										Clinton	1,57			
Lanier														
Laurens														
Lee	-										1,45			-1 -
Liberty									-,010	De Kalb				
	. 68					105 52	900 02	200 57	8 804 806			0 13,74		

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STATE			E OF FA		STATE			DUCTS S		STATE			DUCTS S	
and COUNTY	No. of Farms	Crops (\$000)	Live- steck (\$000)	Total (\$000)	and COUNTY	No. of Farms	Craps (\$600)	Live- stock (\$000)	Total (\$000)	and COUNTY	No. of Farms	Crops (\$000)	Live- steck (\$000)	Total (\$000)
LLINOIS—(Cont'd)					Tazewell	1,882	17,654	10,785	28,450	Mentgomery	2,031	7,515	14,168	21,68
Douglas	1,304	16,779	3,544	20.323	Union	1,245	4,139	1,837	5,986	Morgan	1,509	4,758	5,605	10.3
Du Page	1,039	8,120	6,558	14,678	Vermilien	2.577	32,108	10,198	42,313	Newton	907	11,391	5,638	17,0
dgar	1,787	18,810	7.382	26,195	Wabash	721	3,826	1,933	5.760	Noble	1,989	5,284	8,848	14,1
dwards	918	3,123	3,056	6,193	Warren	1,620	7,949	23.050	31,005	Ohio	416	869	1,058	1,7
Mingham	1,819	4,381	4.403	8,792	Washington	1,786	7,672	5,029	12,709	Orange	1,558	999	3,945	4,8
ayette	2,443	6,311	4,873		Wayne	2,545	6,339	4,506	10,858	Owen	1,380	1,860	2,604	4,4
ord	1,323	14,842	7,070		White	1,446	7,728 11,798	2,715 27,464	10.449 39,276	Parke	1,469	5,749	6,238	12.0
ranklinulton	1,627	11,415	16,974	5.057 28.414	Whiteside	2,430	20,559		33.541	Perry	1,074	987	1,830	2,8
iallatin	673	4,158	1,942		Williamson	1,319	1,538		2,837	Pike	1,056	1,623 8,721	2,734 5,742	14.4
iroone	1,390	6,231	11,120	17,357	Winnebage	1,876	5.781	16,118	21,914	Posey	1,383	8,432	3,701	12,1
irundy	1,104	12,749	5,207	17,957	Woodford	1,734	14,026		25.270	Pulaski	1,493		6,081	16.2
lamilton	1,481	3,143	2,138	5,285			11,000			Putnam	1,962	4,611	8,708	13.3
lancock	2,583		14,403		Total Above Counties	175.543	1014,747	983,995	1999,560	Randolph	2,271	7,591	9,978	17,1
lardin	827	280	588							Ripley	2,278	3,005	6,065	9,1
lenderson	909	5,753	9,745	15,504	INDIANA					Rush	1,582	4,725	15,108	19,
leary	2,844	9,721	37,674	47,399	Adams	1,928	7,493	6,962	14,463					
equois	3,094	38,276	13,111		Allen	3,195		9,334	22,994	St. Joseph	1,938		5,929	
acksen	1,728	5,408	2.930		Bartholomew	1,565	4,307	5,423	9,742	Scott	926	1,236	1,729	2,
asper	1,879	5,498	4,796	10.301	Benton	1,094			21,481	Shelby	1,874		8,843	
. 60					Blackford				5,833	Spencer	1,615		4,507	8,
efferson		4,336		1	Boone	2,182	6,359		20,237	Starke	1,275		2,962 5,763	
erseye Daviess		3,970 1,227			Brown	1,645			19.494	Steuben	1,963		3,778	9,1
ehnsen		1,209	1,355		Gass	1,974			17,981	Switzerland	1,234	2,239	1,884	4.
Cane					Clark	1.751	2,439			Tippecanee	1,829		10,003	
Cankakee						1	2,100	1,010	0,100	Tipton	1,284		7,304	
Cendall		6,887			Clay	1,738	5,890	3,156	9,056			-,		-
(nex		9,468			Clinton		8,241		22,007	Union	834	1,430	5,932	7.
ake		3,881	8,106	11,993	Crawford		446	1,731	2,191	Vanderburgh	1,193	4,147	1,773	5,
a Salle	3,487	33,164	23,004	56,781	Daviess		5,570	6,125	11,699	Vermillion	808	4,850	2,824	7.
					Dearborn	1,616			4,586	Vigo	1,911	9,413	3,167	1000
awrence				1	Decatur					Wabash	1,881	6,326		
Lee					DeKaib					Warren	987		4,638	
livingston					Delaware					Warrick	1,312		2,423	
Ma Donoush			1		Dubois	1,706			10,452 21,578	Washington	2,156 1,783		8,961 10,816	11,
McDonough		10,908			Elkhart	2,000	7,460	14,001	21,3/0	Wayne	2,134			
McLean					Fayette	798	1,483	4.827	6,314		2,104	0,100	7,004	14,
Macon				1	Floyd					White	1,615	13,242	9,372	22.
Macoupin					Fountain					Whitley	1,716	4,991	6,804	
Madison	2,698				Franklin				9,001					-
					Fulton		8,454	7,846	14,312	Total Above Counties	153,593	528,073	607,686	1137,
Marion		4,340	3,059	7,417	Gibaon				13,541					
Marshall		8,709	8,307		Grant									
Mason					Greene					IOWA			44	
Massac		1			Hamilton		1			Adair	1,932			
Menard					Hancock	1,510	5,685	6,126	11,814	Adams	1,355		9,447	
Mercer					Marrison	0.000	1 204	5,883	7,660	Allamakee	1,898		13,518 5,279	
Monteomery			1	1	Harrison			1		Appanouse		1,863		
Montgomery Morgan	1,560				Henry					Benton				
Moultrie	1,149				Howard			1		Black Hawk	2,199			
	1.140	0,000	0,010	12,010	Huntington					Beone				
Ogle	2,430	14,186	29,560	43,766	Jackson	1.966		1		Bremer	1,917			
Peeria					Jasper	1,617	19,337	7,716	27,061	Buchanan	2,218	3,894	17,519	21.
Perry	1,301	3,071	2,521	5,606	Jay		6,484	5,583	12,074					
Piatt		19,225	5,003	24,229	Jefferson	1,813	3,079	2,800	5,908	Buena Vista			22,718	
Pike		9,247	17,604	26,862	Jennings	1,554	2,825	2,831	4,883	Butler	2,236			
Pope										Calhoun				
Pulaski					Johnson					Carroll				
Putnam					Knex					Codes				
Randolph					Kosciusko				1	Cerro Gerdo	2,101			
Richland	1,346	3,381	2,871	6,260	Lagrange					Cherokee				
Rock Island	1 000	A 100	11 000	16 700	Lake					Chickasaw	1,945		1	
Rock Island St. Glair					La Porte			1		Clarke				
laline				1	Madison						1,200	1	3,10	1
langamen					Marien			1		Clay	1,783	8,504	17,586	28
Sehuyler		1			Marshall					Glayton				
Scott						1	1		1	Clinton				
Shelby					Martin	764	631	1,759	2,401	Crawford	2,384			
Stark			1		Miami		6,478	9,356	15,849	Dallas		7,074	14,940	22.
Stephenson	2,387				Monroe	1.558		1.784	2.892	Davis		2,308	5,708	8.

⁽ SM. 1958.

The People's Choice by a landslide in

THE UNIT STATES OF AMERICA

ELECTION RETURNS

AMONG THE FARM PUBLICATIONS YOU HAVE LISTED, WHICH SINGLE ONE DO YOU AND YOUR FAMILY FIND MOST HELPFUL?

| Coverage of 4726 farms) | MALE | FEMALE | PREFERRED PUBLICATION | NUMBER % (228) | NUMBER % (2439) | Number | 57 (2439) | Number | 58 (2439) | Number | 58



McCann-Erickson survey shows helpmates agree with husbands in voting Midwest Unit Farm Papers "most helpful" publications

The outcome was never in doubt. But it's always good to have the proof come from an independent and unbiased source. The market research division of McCann-Erickson, Inc. conducted the farm media study and compiled the results. As usual, Midwest Unit Farm Papers were "the people's choice" by an overwhelming majority.

Farm women voted their localized Unit farm papers "most helpful" by almost as strong a majority as their husbands. Naturally, they would—because

they are active partners in the business and as intensely interested in timely, local news and practical new farming ideas as the men of the family. Unit farm papers deal exclusively with specific local farm and family subjects.

The "people's choice" in The Unit States of America is the logical choice for you in selling the "richest 8" of the 48" states.

Buy the Unit—one medium coverage, one order, one plate at a substantial saving in rates. What farm magazines and farm papers do you and your family receive regularly?

PUBLICATION	NUMBER	(Coverage of 4726 Ferms)
Midwest Farm Paper Unit	3905	82.6
Farm Journal	3246	68.7
Successful Farming	2927	61.9
Capper's Farmer	2128	45.0

ADDRESS: MIDWEST FARM PAPER UNIT. Sales offices at: 35 E. Wacker Drive, Chicago 1 . . . 250 Park Avenue, New York 17, New York . . . 110 Sutter Street, San Francisco . . . 159 S. Vermont Avenue, Los Angeles 4.



ADVERTISE MOST WHERE FARMING IS BIG BUSINESS...AND GOOD LIVING

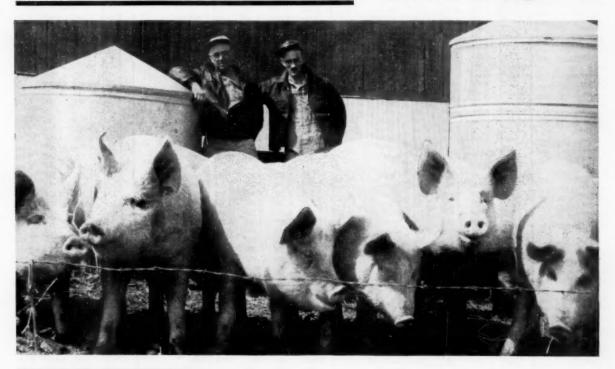
Value of Farm Products Sold, by States and Counties

Estimates, 1957, for gross cash income from crops, livestock and livestock products sold

STATE			E OF FA		STATE			E OF FA		STATE			UCTS SC	
COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	COUNTY	No. of Farms	Creps (\$000)	Live- stock (\$000)	Total (\$000)	and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)
OWA—(Cont'd)					Winnebago	1,629	5,988	10,926	16,914	Montgemery	2,045	2,670	3,824	6,4
ecatur	1,561	1,808	6,286	7,904	Winneshiek	2,580	1,360	13,744	21,111	Morris	1,067	1,985	7,879	9,8
lelaware	2,177 1,394	1,757	9,859	24,394 13,819	Woodbury	2,784	7,116	33,610	37,727	Morton	1,800	1,832	738 10,529	2,5
Dickinson	1,204	5,291	9,675		Worth	1,463	5,077 9,903	11,488 15,406	16,585 25,309	Nemaha	1,759	2,857	4,782	7,4
rickinson	1,204	0,201	8,010	14.007	wright	1,800	8,303	15,400	25,309	Ness	885	4,460	4,424	8.8
Oubuque	2,042	1.090	22,755	23,851	Total Above Counties	192,933	482.083	1668,109	2148.622	Norton	993	3,524	3,849	7.3
.mmet	1,199	7,588	8,661	16,249						Osage	1,691	2,275	7.722	9,
ayette	2,818	4,206	20,875	24,895	KANSAS									
loyd	1,786	6,659	15,051	21,713	Allen	1,499	1,665	4,899		Osberne	1,011	4,453	4,347	8,
rankila	2,076	6,775	21,233	28,012	Anderson	1,273	1,931	4,892		Ottawa	1,042	4,735	4,245	8,
Fremont	1,321	5,424	11,311	16,735	Atchison	1,408	2,443		8,628	Pawnee	814	6,913	3,779	10,
Greene	1,914	9,752	14,488	24,239	Barber	732	2,486			Phillips	1,196	3,481	3,632	7,
Grundy	1,765	6,561	18,546		Barton	1,510	8,787			Pottawatomie	1,520	2,694	8,110	
Guthrie	2,045	3,787	12,427	16,215 30,393	Bourbon	1,622	1,235			Pratt	860 813	5,458 3,223	2.300 3.028	
ranminon	2,048	8,762	21,631	30,000	Brown	1,935	5,391 3,010			Reno	2,712		8,271	19,
Hancock	1,974	7,850	16,581	24,431	Chase	548	1.044			Republic	1,705		6,069	
Hardin	2,021	5,722	20,785		Chautaugua	798	701			Rice	1,155		4,163	074
Harrison	2,152	7,924						3,000	,,,,,,		.,		,	1
Henry		3,934			Cherokee	1,551	2,724	2,233	4,960	Riley	1,044	1,860	6,475	8,
Howard	1,661	2,524			Cheyenne	787	2,448			Rooks	965		3,102	
Humboldt	1,410	7,466			Clark	502				Rush	972	5,329	2,700	
lda	1,403	2,979	19,823	22,802	Clay	1,335	3,744	5,923	9,668	Russell	941	3,349	3,135	6,
lowa	1,939	2,712	20,747	23,484	Cloud	1,338	5,219	4,064	9,283	Saline	1,212	4,720	4,947	9,
Jackson	1,992	1,475	15,448		Coffey	1,438				Scott	479		3,626	
Jasper	2,696	6,258	22,503	27,763	Comanche	418				Sedgwick	2,158		10,299	
					Cowley					Seward	380		1,678	
Jefferson		3,008			Crawford	1,873			1	Shawnee	1,720		6,146	1
Johnson	2,244				Decatur	870	4,367	5,13	9,500	Sheridan	770	3,600	2,662	6,
Jones					Districtor	1 000		0.00	14 700	Charman	573	0.000	3,298	
Kessuth				1	Dickinsen					Sherman	1		5,209	
Lee		16,753 3,360			Douglas					Stafford			2,761	
Linn					Edwards					Stanton			1,802	
Louisa			1		Elk					Stevens			1,340	1
Lucas					Ellis		1			Sumner			6,433	
Lyon					Elleworth					Thomas			3,025	
***************************************	1				Finney			5,38	10,288	Trego		3,100	2,749	5.
Madison	1,857	2,635	11,064	13,704	Ford	1,299	4,51	4,70	9,217	Wabaunsee		1,762	6,854	8
Mahaska		3,495	18,438	21,945	Franklin	1,696	2,43	6,11	8,549	Wallace	. 327	7 366	2,506	3
Marion														
Marshall					Geary					Washington				
Mills					Geve									
Mitchell					Graham					Wilson				
Monona					Grant									
Montgomery					Gray						1,00	011	4,000	-
Muscatine					Greenwood			1			120,16	7 361,300	521,353	3 882
	1	7,00	10,01	10,200	Hamilton						1			
O'Brien	1.94	9,52	9 21.72	4 31,254										
Osceola							8 4,50	4 8,55	7 13,062	Adair	2,74	3,215	2,38	4 8
Page	1,82	4,88	8 17,75	9 22,648						Allen				
Paio Alto	. 1,83		-											
Plymouth	2,72													
Pocahontas							_	-						
Palk	2,32													
Pottawattamie														
Poweshiek	1,99													
Ringgold	1,64	2,03	2 7,79	3,024	Kingman						64			
Sac	1,89	4 6.57	3 22,44	4 29,020								-	1	
Scott											1,13	2.93	2,14	9
Shelby										Bracken	1,30			
Sleux					Lane		2,0	88 2,4	4,53	Breathitt	2,07	78 72	17	5
Story					Leavenworth	1,74	1,8	73 5,5	7,39	Breckinridge	2,15			
Tama					Lincoln	1,01				Bullitt	71			
Taylor					Linn	1,3					1,4			
Union	1,37						45 1,8							
Van Buren														
Wapello	1,61	0 2,5	6,8	9,453								74 70		
					Marion	1,9					8	84 72	3 1.88	35
Warren											0	22 1.75	7 86	21
Washington							38 2,5 45 2,2						- 1	
Wayne	1.61	1,6												

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This year IN IOWA the world's biggest farmers will take in 750 million dollars* from hogs...



There's a third partner in the picture

Father and son team of Harry and Dale Newman, Martelle, lowa, produce 1,000 hogs a year. They operate a solid, efficient unit—the kind you'd like to invest in if they sold stock.

The third partner in the picture is Wallaces' Farmer. The Newmans look to Wallaces' Farmer first and last for the information they must have to keep their business growing. Both in the editorial pages and in the ads, if it's in Wallaces', it has a head start with the Newmans.



This startling 1958 pork income figure is the educated estimate of the editors of Wallaces' Farmer.

and the biggest slice of this will be spent on products advertised in Wallaces' Farmer...will you be there?

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Iowa State College surveys tell us why.

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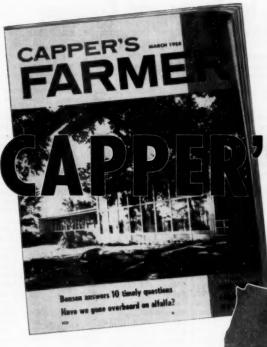
110 Sutter St., San Francisco 4 159 S. Vermont, Los Angeles 4

STATE			E OF FAI		STATE			UCTS SO		STATE			OF FAR	
COUNTY	No. uf Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$600)	COUNTY	No. of Farms			Total (\$000)
KENTUCKY-					Ohlo	2,318	2,733	1,450	4,217	Piaquemines	594	588	430	1,018
(Cont'd)					Oldham	656	1,370	3,155	4,538	Pointe Coupes	1,917	3,996	1.867	5,719
hristian	2,160	7,399	4,917	12,341	Owen	1,668	4.378	1.774	8.158	Rapides	3,665	6,552	3,966	10,597
Jark	1.356	4.026	4,050	8,089	Owsley	1,052	1.112	147	1,274	Ded Diver	4	4 000		
lay	2,365	1,628	306	1,981	Pendleton	1,568	2,950	2,203	5.155	Red River	1,551	1,889	1,155	3,07
Illnten	1,416	1.375	758	2,148	Perry	1,825	124	51	183	Richland	3,144	6,369	1,386	7,77
Crittenden	1,157	483	1.619	2,117	Pike	3,913	194	246	487	Sabine	1,757	191	1,496	1,76
Cumberland	1,451	1,655	1,605	3,304	Powell	705	715	304	1.058	St. Bernard	153	156	117	27
Davless	2,481	7,911	3,379	11,298	Pulaski	4,126	3,973	2,500	6.520	St. Charles	1,534	461 518	2,573	3,12
Edmenson	1.362	1.059	994	2,074	Robertson	656	1,472	483	1,955	St. James	413	3,487	234	3,72
Elllott	1,074	1,283	186	1,490	Rockesstie	1,514	1,718	793	2,540	St. John	141	1,483	110	1,58
Estill	1,341	973	492	1,482	Rowan	740	1,008	352	1,379	St. Landry	8,700	14,614	2,427	17.04
Fayette	1.418	8,273	9.386	17.660	Russell	1,884	2,227	1,278	3,546	St. Martin	2,198	5,349	831	6,18
Fleming	1,993	4,737	2,853	7,608	Scott	1,573	6.282	2,631	8,917		-,,,,,,	0,0,0		-,
Flayd	2,532	165	258	439	Shelby	2.150	6.897	6,572		St. Mary	417	4,369	169	4.5
	1.188	3,177	1,484	4.665	Simpson	1,439	3,550	3,274	6.835	St. Tammany	1,405	1,202	1,465	2.7
Franklin	940		2,145	6,112	Spencer	966	2,716	2,649		Tangipahoa	3,998	2,764	9,879	12,8
Galtatin	525		592	1.837	Taylor	1,712	3.208	2,484	5,710	Tensas	1,341	5,791	1.652	7.5
	1,778			6.707	Todd	1,484	4,821	2,477	7.313	Terrebonne	658	2.390	482	2,8
Garrard	1,778	4,314	6,309	0,707	1300	1,404	4,045	-,407		Union	2,131	660	1.814	2.5
Grant	1,602	3,295	1,886	5,183	Trigg	1.289	2.572	1,669	4.253	Vermillen	2,648	17.527	2,054	19,5
				8,034	Trimbie	894	2,158	849		Vernon	1,723	147	1,210	1,3
Graves	3,763				Union	895	2.332	4,589		Washington	2,950	1,328	4,504	5.8
Grayson	2,319				Warren	3,145	4.361	5.967		Webster	1,673	548	979	1.5
Green	2,008	3,827		1		1,804	4,240	2,720		Woustel	1,0/3	340	0.0	1,3
Greenup	1,457				Washington	1,682	1.986	1,376	1	West Baton Rouge	414	1,883	384	2.2
Hancock	835				Wayne		2.213	1.764		West Carroll	2,255	3,985	819	4.8
Hardin	2,513				Webster	1,899	376	442		West Feliciana	648	1,678	1,323	3.0
Harian	944				Whitley	992	1,169	163		Winn	1.134	136	473	6
Harrison	1,901				Woodford	877	5.507	2,462		***************************************	1,134	130	410	0
Hart	2,577	5,027	2,390	7,430	Woodioru	011	3,307	2,402	1,011	Total Above Counties	111,127	234,397	91,176	327,4
Mandagan	1,39	4,229	3.804	8.043	Total Above Counties	193,487	309.377	225 606	537,260	Total Moore Counties	1111,127	234,391	01,110	321,4
Henderson			-	1	Total Above Cognities	100,407	500,377	220,000	301,200					
Henry	1,556									MAINE			1	
Hickman	983				LOUISIANA				1.	Androscoggin	1,009	963	7,230	0.4
Hopkins			1			3,310	17.267	1,502	18,773	Aroostook	3,940		5,787	8,4
Jackson					Acadia					Cumberland				
Jefferson					Allen					Franklin			8,225	11,9
Joseamine					Ascensian								2,502	3,7
Jehnson					Assumption				-	Hancack			2,609 13,330	15,2
Kenton					Beauregard			1	1	Knox			5,619	6,8
Knett	1,84	2 11	100	230	Bienville					Lincoln			4,088	4,5
Manu	0.20	2 60	3 50	9 1,203						Oxford			5,066	7.
Knex		1						1		Penebscot			11,277	17,
Large			1								2,210	4,037	11,211	11,
Laurei						1,40	7,30	1,00	0,040	Piscataguis	530	1,259	2,013	3.
Lawrence						1.08	1,38	8 42	5 1.824				1,851	2.
Leelle													8,694	
								1						
Letcher														
Lowis									-				1,510 7,363	
Lincoln											1,47	1,054	1,363	8,
Livingston	91	12 20	1,85	8 2,072							22.20	101 800	102 200	994
Lease	0.00		2 4 00	5 10,744	East Baton Rouge						8 23,36	121,093	103,306	234,
Logan												1		
Lyon		71												
McGracken						3,22	6 10,07	94	11,01	Allegany	. 86	4 617	1 100	
McCreary	90		9 25			4,17	7,13	0 2,00	9,22					1
McLean									-1					
Madison	2.80													
Magaffin	1.7													
Marien	1.6													
Marshall	1,6		71 83					1						
Martin	. 9	19	42 (83 111			1							9
******			00 0 0	20	Jeff Davis	1,20					1,44			
Masen	1,4										1,02		1	
Meade									5,36		2,78	2,83	21,417	7 24
Menifee				1,203		77	3	39 3	12 40					
Moreer						1				Garrett				1
Metralfe	2,0													
Monroe	1.9												1	
Montgemery	1,2										. 7			
Morgan	2.0			79 3,15										
Muhlenberg	. 1.4													
Nelson		47 2,7	61 4.0				10 1		90 47					
		45 3.2	52 1.4	80 4,74			2,8	29 1,3	4,29	3 St. Marys	1.4	43 3,61	5 1.32	9 !

STATE			E OF FA		STATE			OF FA		STATE			OF FAR	
and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	COUNTY		Crops (\$000)	Live- stock (\$900)	Tetal (\$000)	COUNTY		Crops 8		Fotal \$000)
IARYLAND-					Keweenaw	26	1	35	36	Goodhue	2,698			21,691
(Cont'd)					Lake	331 2,807	129 5,592	559 9,931	717 15,586	Grant	1,286	4.765 7.512		10,277
merset	801 747	2,781 3,478	7,476 6,530	10,311	Lapeer	883	1,581	941	2,585	Hennepin	1,619			12,22
albet	1,934	5,588	8,456	15,047	Lenawee	3,463	13,726	14,167	27,921	Hubbard	1,095	286	2,428	2,77
Vicomico	1,560	6,473	14,056	20,560	Livingston	1,829	3,106	6,686	9,821	Isanti	1,470	1,299	4,644	5.98
Vorcester	1,178	4,887	11,999	16,959	Line	114	196	148	381			-		
	-,,				Mackinac	279	92	577	693	Itasca	1,714	428	2,069	2,65
otal Above Counties	32,500	79,839	163,340	244,333	Macomb	2,465	8,024	6,192	14,232	Jackson	2,254	11,648		27,98
										Kanabec	1,381	235	4,591	4,87
					Manistee	842	2,407	990	3,473	Kandiyohi	2,540 1,290	7,497		22,63
MASSACHUSETTS	740	0.000	1 201	2 495	Marquette	1,327	531 3.516	3,003	1,287 6,582	Kittsen	903	9,797	1,862	1,68
Barnetable	512 1,088	2,093	7,143	3,415 7,866	Mason	1,575	1,614	4,020	5,697	Lac Qui Parle	1,970	11,854	7,640	19.49
Serkshire	1,610	575 3,199	13,025		Menominee	1,518	574	4,450	5,386	Lake	152	12	135	16
Bristol	72	78	419		Midland	1,576	2,720	2,272	5,004	Lake of Woods	632	1.393	901	2.35
Essex	1,197	3,618	7,474		Missaukee	868	648	3,042	3,750	Le Sueur	1,863	5,233	9,719	14,97
Franklin	1,541	3,195	7,402		Monrae	3,289	15.465	5,901	21,378		1,000	0,000		
Hampden	1,412	6,442			Montcalm	2,682	7,032	6,686	13,779	Lincoln	1,514	4,107	8,571	12.6
Hampshire	1,610	8,177	6,873		Montmorency	321	141	774	932	Lyon	1,911	9.548	14,224	23,7
Middlesex	2,245									McLeod	2,299	4,354	14,886	19,1
Nantucket	11	68		69	Muskegon	1,342	2,707	2,594	5,325	Mahnemum	850	1,151	2,378	3.5
					Newaygo	2,028	3,408	4,341	7,802	Marshall	2,382	13,322	4,634	17,9
Nortolk	915	2,000	6,704	8,717	Oakland	2,064	4,756	6,730	11,529	Martin	2,504	14,572	19,537	34,1
Ptymouth	1,846	8,379	10,275	18,718	Осеана	1,726	5,807	2,696		Meeker	2,263	4,690	13,388	18,0
Suffolk	35	714		1	Ogemaw	797	394	2,120		Mille Lacs	1,725	354	5,619	6.0
Worcester	3,287	4,243	21,033	25,381	Ontonagon	693	83	1,384		Morrison	2,845	659	10,253	10,9
	-	-	-	-	Osceola	1,246	636	2,940		Mower	2,585	8,027	15,597	23,6
Total Above Counties	17,361	54,863	103,163	158,965	Oscoda	221	51	841	1					
	1		1		Otsego	350	367	775		Murray	2.003	7,027	15,446	22,4
SHEUDAN	1				Ottawa	3,308	6,264	11,320	17,851	Nicollet	1,483	7,408 9,834	9,841	17,2
MICHIGAN	740		1,180	1,768	Presque Isie	820	1,455	1,454	3,000	Notites	2,206 1,711	8,786	16,288	13.6
Alcona	1				Roscommon	118	39			Olmstead		3,299	15,776	19.0
Aliger			-1		Saginaw		15,201	1		Otter Tail	5,894	5,037	24,388	29.4
Alpena					St. Clair		4,489	1				2,896	2,789	5,6
Antrim					St. Joseph		4,988					354	7,357	7,1
Arenac					Sanilac							2,697	10.627	13.3
Baraga		9 4	8 83	1 980	Schoolcraft		333	34	4 708	Polk	3,660	25,644	7,913	33,
Barry		7 2,92	7 6,21	6 9,219	Shiawassee	2,539	6,40	8,22	9 14,676					
Bay	2,34	9 7,45	3 3,79	6 11,253	Tuscola	3,781	18,38	8,67	8 25,146		1,731	3,037	8,571	11,
Benzie	. 45	1,47	5 71	8 2,237	Van Buren	3,444	14,68	5,54	7 20,313		454	2,194	922	3.
										Red Lake		2,024	2,436	4,
Berrien					Washtenaw			-						
Branch		-												
Calhoun					Wexford	817	26	1,13	6 1,438					
Charlevoix						120 020	338,41	379 77	0 715,557	Rock			12,346	
Cheboygan						130,32	330,41	312,11	0 710,00	St. Louis				
Chippewa							1			Scott				
Ciare						1,809	19	7 4.52	4.85		.,	1,010	0,000	
Clinton											1,000	1,422	3,932	5.
Crawford		51		89 96										
					Beltrami									
Delta		28 6	27 2.15	58 3,026				5 5.9		4 Steele	1,83		12,541	16
Dickinson		20 4	20 9:	33 1,480	Big Stone	. 98	3 5,07	9 4,0	9,13	3 Stevens	1,23	6,123	6,410	12
Eaton										6 Swift	1,72			
Emmet	8:	37 1.0									3,29			
Genosee	3,2													
Gladwin			02 2,3			1,87	5 1,50	14,1	78 15,69					
Gogebic				48 814		1 4 40	7 4	0 20	74 2 04	Wadena	1,33	3 29!	4,212	4
Grand Traverse							1	250			1		0.40	
Gratiot														
Hillsdale	2,8	0,2	9,0	14,08	7 Chisago						1,51			
Houghton	1,0	05 8	56 1.9	97 2,95							1,18			-4
Huron									49 6		1,78			
Ingham						1,95			-1		3,17			
Ionia		-				1,28		3,3			2,10			
losco			97 1,2								-	-		-
Iron				82 98							es 165,22	465,34	7 802.58	0 127
isabella		150 3,7	27 7,1	10,95	0									
Jackson		106 4,9	20 8,0	13,03			3 2,4	45 9,6						
Kalamazoo				12,53					-				1	
Kalkaska				729 92									21 65	66
Kent	1 2 1	10,6	10.8	504 21.24	0 Freeborn	2,91	0 12,1	80 18,6	109 30.75	0 Alcorn	2.4	98 2,52	1.16	34

STATE			DUCTS S		STATE			DUCTS S		STATE			DUCTS S	
COUNTY	No. of Farms	Crops (\$000)	stock (\$000)	Totai (\$000)	COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)
MISSISSIPPI—					Tippah	2,590	2,976	1,688	4,719	Laciede	2,042	378	4,916	5,31
(Cent'd)					Tishamiana		4 400		0.100	Lafayette	2,449	3,016	13,260	18,27
Amite	2,737	1,620	3,092	4,925	Tishominge	1,859 3,664	1,487 12,056	645 639	2,169 12,712	Lawrence	2,782 1,260	2,048	7,143 5,211	9,21
Attala	3,089	2,300	1.757	4,177	Union	3,044	3,092	2,173	5,323	Lincoln	1,714	2,298	7,490	9.71
Benten	1,537	1,721	808	2,344	Walthall		2,599	2,932	5,582	Linn	1,702	2,365	7,866	
Bolivar	8,739	28,150	1,859	30,038	Warren		1,514	1,590	3,164	Livingston	1,487	3,331	5,388	8,72
Calhoun	2,672	2,789	1,476	4,330	Washington	4,348	18,296	2,165	20,482	McDonald	1,869	483	5,258	5,73
Carroll	2,066	2,888	1,290	4,217 4,266	Wayne	1,913	1,120	1,208	2,145	Maron	0 201	4 000	0 104	10.40
Choctaw	1,590	703	790	1,565	Wilkinson	1,378	852	948	1,922	Macon	2,381 846	4,222	6,194 1,254	10,42
				1,000	Winston	2,672	1,751	1,215	3,056	Maries	1,316	457	2,430	2,92
Claiborne	1,204	1,026	1,376	2,521						Marion	1,368	3,485	5,323	8,79
Clarke	2,255	878	1,198	2,200	Yalobusha	1,902	2,135	959	3,140	Mercer	1,282	1,142	4,009	5,15
Clay	1,944 5,134	1,233	2,085	3,338	Yazoo	3,777	8,931	1,901	10,871	Miller	1,855	606	5,152	5,77
Copiah	2,785	1,831	1,081 2,195	4,107	Total Above Counties	215 915	314,390	160 714	480,213	Mississippi	1,435	12,879	1,711 4,739	14,59
Covington	2,172	1,918	1.039	3,009	Tomi Noove Ogamios	210,010	314,000	100,114	400,210	Menree	1,867	3,255	7,040	
De Soto	3,840	7,887	4,716	12,620						Montgomery	1,542	1,884	5,116	7,03
Forrest	1,333	331	2,128	2,489	MISSOURI									
Franklin	1,278	373	1,137	1.562	Adair	1,721	2,298	4,790	7,091	Morgan	1,369	798	3,354	4,18
George	1,308	539	1,089	1,840	Andrew	1,849	1,704	8,566	10,275 15,056	New Madrid	2,865	28,898	1,643	30,55
Greene	1,124	244	620	939	Audrain	2,032	4,715 3,906	9,460	13,370	Newton Nedaway	2,914	1,539	5,559 16,837	7,11
Grenada	1.394	2,239	808	3,083	Barry	2,901	1,248	7,391	8,662	Oregon	1,550	136	2,707	2,87
Hancock	711	87	1,109	1,218	Barton	1,724	3,170	3,820	6,995	Osage	1,691	800	5,570	8,40
Harrison	1,046	218	1,108	1,437	Bates	2,357	3,489	8,128	11,625	Ozark	1,450	94	1,982	2,113
Hinds	4,627	4,590	3,393	8,064	Benton	1,628	925	4,827	5,766	Pemiscot	2,794	30,828	456	31,28
Holmes	4,108 2,614	7,130	1,593 825	8,777 10,639	Bollinger	1,707	849	2,378	3,241	Perry	1,692	1,644	5,228	6,90
lasaquena	605	9,202	2,388	5,002	500ne	2,448	2,030	7,230	9,274	Pettis	2,267	3,055	9,079	12,14
Itawamba	2,504	1,795	2,428	4,275	Buchanan	1,847	3,655	8,005	9.664	Phelps	1,647	264	2,431	2,72
Jackson	1,216	115	928	1,083	Butler	2,802	4,792	1,459	6,271	Pike	1,645	2,939	7,771	10,72
					Caldwell	1,431	1,937	6,035	7,977	Platte	1,434	3,940	5,347	9,29
Jasper	2,735	1,234	1,956	3,308	Callaway		1,908	6,212	8,148	Pelk	2,489	963	7,988	8,98
Jeff Davis	1,787	1,020	905 1,876	2,049 4,824	Camden		92 2,312	2,086 6,350	2,191 8,718	Pulaski	1,010	1,339	1,929	2,01 5,34
Jones	3,610	1,794	2,992	4,920	Carroll		5,602	7,600	13,213	Ralls	1,314	2,550	4,573	7,13
Kemper	2,475	1,221	958	2,266	Carter		38	478	524	Randolph	1,547	1,901	3,811	6,73
Lafayette	2,532	2,919	1,072	4,037	Gass	2,414	2,738	8,165	10,906	Ray	1,999	3,444	7,946	11,39
Lamar	1,570	1,004	1,961	3,036	Gedar	1,673	896	3,524	4,428	Reynolds	862	68	883	97
Lauderdale	2,557 1,791	1,483	1,822	2,730	Chariton	2,211	5,018	8,188	13,219	Ripley	1,259	542	1,274	1,84
Leake	3,737	3,039	2,903	6,060	Christian		673	5,278	5,962	St. Charles	1,823	3,494	6,581	10,08
	-,,	-,,,,,		-1000	Clark	1,244	4,839	3,515		St. Clair	1,712	1,595	3,824	5,42
Lee	3,960	4,678	2,959	7,668	Clay		1,581	10,182		St. Franceis	1,185	279	2,138	2,42
Leflere	4,938	14,982	1,031	16,042	Clinton		1,287	11,718		St. Louis	1,715	5,688	2,483	
Lincoln	2,717	1,148	2,435		Cole		1,096	3,784	4,893	Ste. Genevieve	889	536	2,728	
Lowndes	2,317	2,024 5,427	2,582		Gooper	1,749	2,542 191	8,597 2,468	11,150	Saline	2,115 903	4,126 1,105	13,253	
Marion		1,809	1,583		Dade					Scatland	1,172	3,359	3,760	
Marehall	3,483				Dallas		271	3,969	4,283	Scott	1,353	9,550	2,532	
Monree	3,775	4,403	2,534	8,965										
Montgomery		1,580		2,815	Daviess				9,280	Shannen	1,141	66	1,312	
Neshoba	3,569	2,087	2,250	4,476	De Kalb					Shelby	1,468	3,905	5,462	
Newton	2.870	1,384	3,329	4,846	Dent Douglas	1,423	170 243		2,101 4,535	Stoddard	3,344 1,478	17,934 301	3,747	
Noxubee	2,685				Dunklin					Sullivan	1,881	1,721	3,760 5,744	
Oktibbeha		707			Franklin	2,752				Taney	1,064	39	1,711	
Panoia	4,457	7,371	1,739	9,131	Gasconado	1,351	881	3,148	4,012	Texas	2,847	408		
Pearl River	1,767				Gentry	1,491				Vernon	2,580	3,083	5,632	8,72
Perry					Greene	3,677				Warren	1,025	1,203		
Pontotec	2,531	1,200 3,518			Grundy	1,420	2,108	4,422	6,532	Washington	1,097	123	1,607	1,78
Prentiss	2,758				Harrison	2,227	2,615	7,906	10,593	Wayne	1,088	267	1,249	1,53
Quitman	3,864				Henry	2,042	2,518	6,693	9,219	Webster	2,291	717	5,541	6,28
Rankin	2 200	1 870	A 500	0 200	Hickory	1,012				Worth	740	1,132		
Rankin					Holt	1,193				Wright	2,436	245	4,409	4,69
Sharkey	1,431				Howell					Total Above Counties	201,614	322,696	581,990	906,42
Simpson					iron			1	1		,014	,000	55.,550	500,4
Smith	2,694				Jackson	2,291				MONTANA				
Stone	620	111	773	896	Jasper	2,594	3,586	4,904	8,507	Beaverhead	340		12,190	13,0
			0 004	02 750	Lefferson	1,809	540	2,985	3,539	Big Horn	815		10 210	48 0
Sunflower		21,511			Jefferson					Biaine	734			

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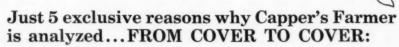


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CAPPER'S FARMER The Family Magazine for TODAY'S FARMING

STATE			E OF FAI		STATE			E OF FA		STATE			E OF FA	
and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Tetal (\$000)	and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)
MONTANA-					Cedar	1,948	3,393	18,217	21,610	Stanton	1,150	1,553	16,098	17,651
(Cont'd)					Chase	612	3,685	3,313	6,998	Thayer	1,369	4,686	5,227	9,913
arbon	896	2,892	6,021	8,913	Cherry	812	314	16,571	16,885	Thomas	123	8	1,609	1,617
arter	432	623	6,309	6,935	Cheyenne	953	9,439	2,359	11,798	Thurston	914	2,402	7,687	10,089
ascade	1,133	9,494	7,687	17,181	Glay	1,079	6,878	3,425	10,301	Valley	1,038	1,726	6,826	8,552
Chouteau	1,064 453	25,595	3,833	29,430	Colfax	1,313	2,484	9,369	11,853	Washington	1,309	4,592	9,543	14,135
Daniels	600	1,472 5,381	8,300 1,513	9,774 6,874	Cuming	1,801	2,542	38,067	40,614	Wayne	1,393	2,248	18,552	20,800
					Custer	2,825		16,380	20,431	Webster	1,013	3,032	3,116	8,148
Dawson	687	3,451	3,594	7,045	Dakota	888		5,802	7,698	Wheeler	272	182	3,248	3,431
Deer Lodge	117	480	737	1,217	Dawes	676	2,189	3,997	6,186	York	1,563	7,221	7,444	14,665
allon	384 1,970	1,850	2,412	4,271 17,746	Dawson	1,759 411		32,562	42,688	Total Above Counties	100 040	200 100	700 011	1000 040
Flathead	1,434	9,433	8,297	8,494	Dixon	1,321	3,846	2,306 11,554	6,152 13,694	Total Above Counties	100,040	326,188	700,011	1620,240
Gallatin	1,041	5,818	10,356	16,184	Dodge	1,641	6,114	16,737	22,856	NEVADA				
Garfield	367	969	5,836	6,805	Douglas	1,432		23,628	28,892	Churchill	619	1,166	4,865	6,031
Glacier	385	2,495	3,719	6,214	Dundy	527	1,859	3,187	4,846	Clark	210	378	1,248	1,626
Golden Valley	197	473	1,817	2,290	Fillmore	1,377		6,549		Douglas	124	257	2,439	2,762
Granite	181	181	2,338	2,547	· mmore	1,017	0,000	0,010	12,010	Elko	278		9,597	9,757
		101	2,000	8,041	Franklin	908	3,211	3,391	6,602	Esmoralda	22	100	40	4
М Ш	399	18,647	2,518	21,165	Frontier	873		3,700	8,559	Eureka	36	7	1.050	1,05
Jeffersen	274	296	2,209	2,507	Furnas	1.003		5,136	9,420	Humboldt	113		2,823	
Judith Basin	489	3,870	5,151	9,021	Gage			10,982	18,184	Lander	33	14	1,183	1,197
Lake	1,490	2,414	6,065	8,511	Garden			4,192	7,117	Lincoln	134		773	79
Lewis & Clark	382	1,178	5.244	6.449	Garfield	371		2,498		Lyon	327		3,039	4,526
Liberty	337	10,135	1,154	11,289	Gosper	559		3,260					-,	-
Lincoln	387	91	722	972	Grant	70		3,419	3,442	Mineral	53	56	128	184
McCone	610	4,222	2,774	6,996	Greeley	800	713	5,961		Nye	134	851	959	1,810
Madison	509	896	7,448	8,344	Hall	1,386	8,145	11,825	17,670	Ormsby	33	3	158	161
Meagher	155	287	3,932	4,221						Pershing	117	1,713	1,808	3,521
					Hamilton	1,343	7,613	7,004	14,617	Storey	11	36	145	181
Mineral		60	162	223	Harian	784	4,055	2,728	6,783	Washee	465	591	3,228	3,82
Missoula	642		2,193	3,269	Hayes		1,623	2,339	3,962	White Pine	148	49	2,211	2,260
Musselshell				3,573	Hitchcock						-	-		
Park	850				Holt					Total Above Counties	2,857	6,912	35,694	42,670
Petroleum	142				Hooker									
Phillips					Howard					NEW HAMPSHIRE				
Pondera	696		1		Jefferson					Belknap	578	1	2,121	1
Powder River	424				Johnson					Carrell	487		1,548	
Powell	222	1			Kearney	95	5,954	4,693	10,647	Cheshire	817		4,418	
Prairie	258	1,161	2,007	3,168	45-145-				0.000	Coos	670		2,974	
Ravalli	1 204	0.40	7 100	0.200	Keith					Grafton	1,393		5,473	
Richland	1,396				Keya Paha Kimball					Hi.lsborough	1,54		9,878	
Rooe3velt	860		1	1	Knox			1		Rockingham	1,67			
Rosebud	481				Lancaster					Strafford	86			
Sanders	591	0,000			Lincoln					Sultivan	77		1	
Sheridan	1				Logan					Outrivani			2,00	3.0
Silver Bow					Loup					Total Above Counties	10,41	8,195	48,54	5 58.78
Stillwater		1	1		McPherson			1		1000710070	10,00	1 0,100	10,01	00,11
Sweet Grass	361									NEW JERSEY		1		
Teton	95					1	1	1	1	Atlantic	1,27	9 8,682	9,65	4 18,34
		1	1		Merrick	1,13	3,86	9,55	13,418				1	
Toole	44	7,84	5 2,146	9.991	Morriil.,			1	9,521	Burlington	1,83			
Treasure	15				Nance	. 89	1,90	8 4,56	8 8,474	Camden	. 85			
Valley	1,09		0 5,07	12,065	Nemaha	1,17		0 5,71	7 9,209	Cape May	. 31		1,62	8 2,7
Wheatland	20	1 41	7 3,81	4,235		1,17	2 4,44				2,23	7 18,133	15,98	2 34,1
Wibaux	29	0 1,40	6 1,56	2,970				5 7,75	9 13,768	Essex	. 15	4 1,101	1,17	3 2.2
Yellowstone	1.40	1 7.08	9 13,29	20,382			24 2,07	8 3,96	2 6,043		1,60	8 13,864	9,91	7 23,7
Tetal Above Countie	33,06	210 12	1 249 81	8 461,073	Perkins	91					9 96	2 460		
	33,00	1 .10,13	2-10,91	101,0/3	Pierce	1,41					2,20	2,938	19,78	22,1
NEBRASKA	4.50				- Mana	1	00 000		40 000		1			
Adams								4			82		1	
Antelope														
Arthur			2,10				28 3,53							
Banner		1		-1										
Blaine	1 17		7 2,32				97 27							
Boone	1,53													
Box Butte	70						01 2,03 03 8,24	4				1	1	
Brown	51					1,7								
Buffalo	2,00											18 3,98		
		4,69	6 14,41	3 19,100	Sheridan	1,0	18 3,53	8,94	12,485			20 2,70	3 11,61	16 14,3
Burt	1,68							1			1.6	2,70	11,01	14,
	1,00	7 4,36					25 1,11					86 127,63		

[€] SM, 1958.

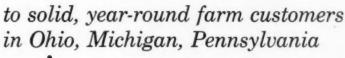
STATE			UCTS SO		STATE			UCTS SC		STATE			E OF FA	
COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Tot (\$00
EW MEXICO				-	New York					Edgecombe	3,725	19,600	1,886	21.
ernaiillo	883	777	4,261	5,039	Nisgara	3,223	12,156	7,215	19,392	Forsyth	2,927	3,897	2,389	6,
atron	315	29	2,745	2,774	Oneida	3,281	3,794	23,044	26,927	Franklin	4,050	10,197	736	11,
taves	672	15,829	10,157	25,986	Onondaga	2,539	3,831	13,227	17,108	Gaston	1,762	675	2,229	2,
olfax	442	157	5,756	5,925	Ontario	2,371	8,839	11,503	20,402	Gates	1,166	2,742	1,787	4,
urry	957	3,412	8,818	12,230	Orange	2,129	5,782	21,320	27,113	Graham	757	437	164	
e Baca	267	326	2,862	3,188	Orleans	1,536	11,772	5,635	17,430	Granville	3,578	9,405	1,453	11,
ona Ana	1,119	19,917	3,562	23,479	Oswego	2,858	2,526	10,803	13,429	Greene	2,945	15,587	613	16,
ddy	630	13,311	4,978	18,289	Otsege	2,823	1.054	20,442	21,714					
rant	340	152	2,677	2,829	Putnam	220	225	2,076	2,301	Guilford	4,518	7,972	3,461	11
uadalupe	333	62	3,387	3,449						Halifax	4.244	14,668	1.827	16
					Queens	83	2,965	566	3,531	Harnett	4.684	17,366	1,055	18
larding	283	59	2,756	2,815	Renaselanr	1,616	1,307	8,552	9,921	Haywood	2,818	2,091	1,971	4
lidalgo	175	2,721	2,140	4,861	Richmond	72	1,056	70	1,126	Henderson	1,996	2,211	2,567	4
EL	747	8,358	5,410	13,768	Rockland	134	1,869	718	2,592	Hertford	1,761	7,262	735	8
incoln	418	287	4,726	5,015	St. Lawrence	4.380	319	25,781	26,529	Huke	1,560	5.184	504	5
os Alamos			-		Saratoga	1,768	1,163	6,495	7,721	Hyde	570	1,613	419	2
una	325	6,180	1,576	7,756	Schenectady	448	595	2.071	2,668	Iredell	3,699	2,976	4,577	
AcKinley	419	259	1,438	1,712	Schoharie	1,458	1.007	10,778	11,935	Jackson	1,813	402	613	
Mora	750	47	2,607	2,861	Schuyler	958	1,220	3.485	4,727		1,5.0	-		
itera	369	918	2,106	3,039	Seneca	1,089	3,497	4,382	7,886	Johnston	7,822	27,005	3,217	30
Quay	863	2,011	5,069	7,080		.,000	-1441	1,000	.,000	Jones	1,515	6,633	780	
	503	2,011	2,302	.,000	Steuben	3,219	7,986	13.037	21,203	Lee	1.500	3,818	636	
die Arriba	1,880	821	2,134	3,004	Suffolk	1,464	31,550	15,691	47,251	Lenoir	3,529	17.761	1.759	
loosevelt	1,585	5,142	7,518	12,660	Sullivan	1,450	358	12,459	12,903	Lincoln	2.333	1,716	2,181	
	879	185	754	939		1,580	831			McDowell	1,323	183	569	
Sandoval San Juan	830	1,657	2,259	3,923	Tioga	1,409	1.734	10.009	10,908		1.896	301	1.297	
San Misuel					Tompkins			8,381		Macon			1.301	1
an Miguel	865 703	50	3,536	3,595	Ulater	1,915	8,421	10,404	18,883	Madison	3,482	3,436		1
Santa Fe		412	1,391	1,803	Warren	580	168	945	1,258	Martin	2,888		1,789	
Sierra	256	855	1,503	2,358	Washington	2,043	756	15,114	16,000	Mecklenburg	2,787	2,487	3,387	5
ocorro	398	746	2,423	3,172	Wayne	2,913	21,018	7,924	28,985	******				
aos	1,082	292	959	1,271	Westchuster	555	4,561	1,851	6,417	Mitchell	1.763		734	
Forrance	551	532	3,128	3,661						Montgomery	995		1,563	
					Wyoming	2,063	4,199	14,235	18,674	Moore	2,328		3,942	
Union	680	364	8,384	8,748	Yates	1,224	3,893	5,050	8,967	Nash	5,461		1,265	
Valencia	1,074	2,445	3,557	6,007						New Hanover	376		450	
		-			Total Above Counties	105,714	245,744	612,536	864,363	Northampton	2,879	8,835	1,698	1
Total Above Counties	21,070	88,313	114,577	203,036						Onslow	2,064		1,167	
										Orange	1,939		0	
										Pamlico	738		940	
					NORTH CAROLINA					Pasquotank	791	3,679	925	5 4
					Alamance	2,749	3,581	3,056	6,713					
					Alexander		1,819	1,478	3,389	Pender	2,266	4,387	1,825	
		4			Alleghany	1,447	301	1,616	1,934	Perquimans				2 1
NEW YORK											888	2,802		
Albany					Anson	2,238	2,550	1,830	4,506	Person	3,591	2,802 7,686	1,139	1
Albany	2,180	1,444	9,480	11,180	Anson	2,238 3,754	2,550 1,882	1,852	3,814	Person	3,591 5,583	2,802 7,686 31,937	1,139 1,510	3
Albany	2,180	1,444		11,180	Anson	2,238 3,754	2,550			Person	3,591	2,802 7,686 31,937	1,139 1,510	3
Albany Allegany Bronx Bronme	2,180 13 2,022	1,444 124 861	9,480	11,180 159	Anson	2,238 3,754 1,509	2,550 1,882	1,852	3,814 1,224	Person	3,591 5,583	2,802 7,686 31,937 458	1,139 1,510 823	3
Albany	2,180 13 2,022 3,040	1,444 124 861	9,480 35 10,082	11,180 159 11,021	Anson	2,238 3,754 1,509 3,194	2,550 1,882 748 14,507	1,852 447 1,640 1,755	3,814 1,224	Person Pitt. Polk Randolph.	3,591 5,583 997	2,802 7,686 31,937 458 2,980	1,139 1,510 823 6,545	3
Albany Allegany Bronx Broame Cattaraugus	2,180 13 2,022 3,040	1,444 124 861 1,257	9,480 35 10,082	11,180 159 11,021 17,985	Anson. Ashe. Avery. Beaufort. Bertie. Bladen	2,238 3,754 1,509 3,194 3,165 3,633	2,550 1,882 748 14,507 13,207	1,852 447 1,640	3,814 1,224 16,215	Person Pitt Polk Randolph Richmond Robeson	3,591 5,583 997 3,578	2,802 7,686 31,937 458 2,980 3,284	1,139 1,510 823 6,545	3
Albany Allegany Bronx Cattaraugus Cayuga Chautauqua	2,180 13 2,022 3,040 2,491 4,621	1,444 124 861 1,257 6,754 8,858	9,480 35 10,082 16,457 12,250	11,180 159 11,021 17,995 19,092	Anson	2,238 3,754 1,509 3,194 3,165 3,633	2,550 1,882 748 14,507 13,207 8,782	1,852 447 1,640 1,755	3,814 1,224 16,215 15,069 10,338	Person	3,591 5,583 997 3,578 1,572	2,802 7,686 31,937 458 2,980 3,284 30,847	1,139 1,510 823 6,545 1,294 1,374	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Albany Allegany Bronx Bronms Cattaraugus Coyuga Chautanqua Chemung	2,180 13 2,022 3,040 2,491 4,621	1,444 124 861 1,257 6,754 8,858	9,480 35 10,082 16,457 12,250 18,347	11,180 159 11,021 17,985 19,092 27,610	Anson. Ashe. Avery. Beaufort. Bertie. Bladen Brunswick.	2,238 3,754 1,509 3,194 3,165 3,633 1,976	2,550 1,882 748 14,507 13,207 8,782	1,852 447 1,640 1,755 1,454	3,814 1,224 16,215 15,069 10,338	Person Pitt Polk Randolph Richmond Robeson	3,591 5,583 997 3,578 1,572 8,037	2,802 7,686 31,937 458 2,980 3,284 30,847 10,388	1,139 1,510 823 6,545 1,294 1,374	3 3 3 3 4 3 4 3 6 1
Albany Allegany Bronx Bronms Cattaraugus Coyuga Chautauqua Chemung	2,180 13 2,022 3,040 2,491 4,621	1,444 124 861 1,257 6,754 8,858 1,123	9,480 35 10,082 16,457 12,250 18,347 5,179	11,180 159 11,021 17,995 19,002 27,610 6,346	Anson. Ashe. Avery. Beaufort. Bertie. Bladen	2,238 3,754 1,509 3,194 3,165 3,633 1,976	2,550 1,882 748 14,507 13,207 8,782	1,852 447 1,640 1,755 1,454	3,814 1,224 16,215 15,069 10,338 4,376	Person Pitt Polk Randolph Richmond Robeson Rockingham	3,591 5,583 997 3,578 1,572 8,037 4,188	2,802 7,686 31,937 458 2,980 3,284 30,847 10,388	1,139 1,510 823 6,545 1,294 1,374	3 3 3 3 4 3 4 3 6 1
Albany Allegany Bronx Bronma Cattaraugus Cayuga Chautauqua Chemung Chemang	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280	1,444 124 861 1,257 6,754 8,858 1,123 782	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391	Anson. Ashe. Avery. Beaufort. Bertie. Bladen Brunswick.	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922	2,550 1,882 748 14,507 13,207 8,762 3,577 1,985 269	1,852 447 1,640 1,755 1,454 762	3,814 1,224 16,215 15,069 10,338 4,376	Person Pitt Polk Randolph Richmond Robeson Rockingham	3,591 5,583 997 3,578 1,572 8,037 4,188	2,802 7,686 31,937 458 2,980 3,284 30,847 10,388 1,874	1,139 1,510 823 6,545 1,294 1,374 1,156 2,856	3 3 3 3 3 4 3 4 3 6 1
Albany Allegany Beronx Broame Cattaraugus Cayuga Cheurauqua Chemung Chenango Cilinten	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967	1,444 124 861 1,257 6,754 8,858 1,123 782	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391	Anson. Ashe. Avery. Beaufort. Bertic. Bladen Brunswick. Buncombe. Burke. Cabarrus.	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882	2,550 1,882 748 14,507 13,207 8,762 3,577 1,985 269	1,882 447 1,640 1,755 1,454 762 4,802 1,124	3,814 1,224 16,215 15,069 10,338 4,376 6,885	Person Pitt Polk Randolph Richmend Robeson Rockingham Rowan Rowan	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822	2,802 7,686 31,937 458 2,980 3,284 30,847 10,388 1,874	1,139 1,510 823 6,545 1,294 1,374 1,156 2,859	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Albany Allegany Beronx Broame Cattaraugus Cayuga Cheurauqua Chemung Chenango Cilinten	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,515	Anson. Ashe. Avery. Beaufort. Bertic. Bladen Brunswick. Buncombe. Burke. Cabarrus.	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882	2,550 1,882 748 14,507 13,207 8,782 3,577 1,985 269 1,172	1,882 447 1,640 1,765 1,454 762 4,802 1,124	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830	Person Pitt Polk Randolph Richmend Robeson Rockingham Rowan Rowan	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822	2,802 7,686 31,937 458 2,980 3,284 30,847 10,388 1,874 1,579 21,268	1,139 1,510 823 6,545 1,294 1,374 1,156 2,859	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Albany Allegany Brown Brown Brown Cattaraugus Cayuga Cheutauqua Chemung Chenango Clinton	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834	11,180 159 11,021 17,985 19,002 27,610 6,346 20,391 12,515	Anson. Ashe. Avery. Beaufort. Bertie. Bladen Brunswick. Buncombe. Burke. Cabarrus. Caldwell.	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,165	2,550 1,882 748 14,507 13,207 8,782 3,577 1,985 269 1,172	1,852 447 1,640 1,755 1,454 782 4,802 1,124 2,604	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917	Person Pitt Polk Randolph Richmend Robeson Reckingham Rowan Rutherford Sampson Scetland	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241	2,802 7,686 31,937 458 2,980 3,284 30,847 10,388 1,874 1,579 21,268 4,288	1,139 1,510 823 6,545 1,294 1,374 1,156 2,859	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Albany Allegany Bronx Bronme Cattaraugus Cattaraugus Chautauqua Chemng Chenango Cliinton Columbia Cortland	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967	1,444 124 861 1,257 6,754 8,868 1,123 782 1,405 4,676 678	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059	11, 180 159 11,021 17,985 19,002 27,610 6,346 20,391 12,515 15,877 12,924	Anson Ashe. Avery Beaufort. Bertie Biaden Brunswick Buncombe Burke. Cabarrus Caldwell. Camden.	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,165 434	2,550 1,882 748 14,507 13,207 8,782 3,877 1,985 269 1,172 496 2,464	1,882 447 1,640 1,765 1,454 782 4,802 1,124 2,604 1,293	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,956	Person Pitt Polk Randolph Richmend Robeson Reckingham Rowan Rutherford Sampson Scetland Stanly	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 2,244	2,802 7,686 31,937 458 2,960 3,284 30,847 10,388 1,874 1,579 21,268 4,288 1,494	1,139 1,510 823 6,545 1,294 1,374 1,156 2,859 1,558 2,975 596 2,853	3 3 3 3 5 5 6 6 3 5 6 6 6 6 6 6 6 6 6 6
Albany Allegany Seronx Broame Cattaraugus Caturaugus Chautauqua Chemung Chenango Cilinten Collumbia Cortland	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405 4,676 678 826	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274	11, 180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,515 15,877 12,924 27,453	Anson Ashe Avery Beaufort Bertie Biaden Brunswick Buncombe Burke Cabarrus Caldweil Camden Carteret	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,165 434 640	2,550 1,882 748 14,507 13,207 8,762 3,577 1,985 269 1,172 496 2,464 1,983	1,882 447 1,640 1,785 1,454 782 4,802 1,124 2,604 1,293	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,956 2,685	Person Pitt Polk Randolph Richmend Robeson Rockingham Rowan Rutherford Sampson Scetland Stanly Stokes	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 2,244 3,808	2,802 7,686 31,937 458 2,980 3,284 30,847 10,388 1,874 1,579 21,268 4,288 1,494 10,179	1,139 1,510 823 6,545 1,294 1,374 1,156 2,859 1,558 2,975 596 2,853	3 3 3 5 6 1 3 6 1 9 6 2 9 9 1
Albany Allegany Berenx Brenx Brenx Cattaraugus Cayuga Cheutauqua Chemung Chemango Clinten Columbia Cortiand Duelaware Dutchess	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,440 1,134 2,865 1,310	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405 4,676 678 826 4,975	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274 15,722	11,180 159 11,021 17,985 19,002 27,610 6,346 20,391 12,515 15,877 12,924 27,453 19,824	Anson Ashe. Avery Beaufort Bertie Bladen Brunswick Buncombe Burke Cabarrus Caldwell Camden Carteret Caswell	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,185 434 640 2,899	2,550 1,882 748 14,507 13,207 8,762 3,577 1,985 269 1,172 496 2,464 1,963 7,034	1,852 447 1,640 1,755 1,454 782 4,802 1,124 2,604 1,293 489 690 736	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,986 2,685 7,870	Person Pitt Polk Randolph Richmend Robeson Rockingham Rowan Rutherford Sampson Scatland Stanly Stokes	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 2,244 3,809 4,297	2,802 7,686 31,937 458 2,980 3,284 7,30,847 10,388 1,874 1,579 21,268 4,288 4,1494 9,10,179 7,10,509	1,139 1,510 823 6,545 1,294 1,374 1,156 2,859 1,556 2,977 596 2,853 958	33 33 55 44 33 36 11 33 33 34 34 34 34 34 34 34 34 34 34 34
Albany Allegany Bronne Bronne Cattaraugus Cayuga Chautauqua Chemng Chenango Cliinton Columbia Cortland Delaware Dutchess Erie	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,440 1,134 2,885 1,310 3,963	1,444 124 861 1,257 6,754 8,868 1,123 782 1,405 4,676 678 828 4,075 10,922	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274 15,722 16,064	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,515 15,877 12,924 27,453 19,824 27,123	Anson Ashe. Avery Beaufort. Bertie Biaden Brunswick Buncombe Burke. Cabarrun Caldwell Camden Carteret Caswell. Catawha	2,238 3,784 1,500 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,185 434 640 2,899 2,718	2,550 1,882 748 14,507 13,207 8,782 3,577 1,985 269 1,172 496 2,464 1,903 7,034 1,009	1,852 447 1,640 1,755 1,454 782 4,802 1,124 2,604 1,293 489 690 736 2,886	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,956 2,685 7,870 3,973	Person Pitt Polk Randolph Richmend Robeson Reckingham Rowan Rutherford Sampson Scatland Stanly Stokes Surry Swain	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 2,244 3,308 4,297 758	2,802 7,686 31,937 458 2,990 3,284 30,847 10,388 1,874 1,879 21,268 4,288 1,494 10,179 710,509	1,139 1,510 823 6,545 1,294 1,374 1,156 2,859 1,556 2,970 591 2,853 9550 1,851 2,110	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Albany Allegary Bronx Broame Cattaraugus Caturaugus Chautauqua Chemung Chemango Cidinten Columbia Cortiand Defaware Dutchess Erie Essex	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,440 1,134 2,865 1,310 3,963 839	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405 4,676 678 828 64,075 310,922 9667	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274 15,722 16,064 3,049	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,515 15,877 12,924 27,453 19,824 27,123 3,987	Anson Ashe Avery Beaufort Bertie Biaden Brunswick Buncombe Burke Cabarrus Caldwell Camden Carteret Caswell Catawela Chatham	2,238 3,784 1,599 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,185 434 840 2,218 2,718 2,218	2,550 1,882 748 14,507 13,207 1,985 269 1,172 496 2,464 1,963 7,034 1,009 2,579	1,882 447 1,640 1,785 1,454 782 4,802 1,124 2,604 1,293 489 690 736 2,886 8,727	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,956 2,685 7,870 3,973 11,534	Person Pitt Polk Randolph Richmend Robeson Rockingham Rowan Rowan Rutherford Sampson Scotland Stanly Stokes Surry Swain Transylvania	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 2,244 3,806 4,297 755 966	2,802 7,696 31,937 458 2,960 3,284 30,847 10,388 1,874 1,879 21,268 4,288 4,1494 910,179 10,509 92 33 207	1,139 1,610 823 6,545 1,294 1,374 1,156 2,859 1,558 2,976 596 2,859 1,861 2,107	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Albany Allegany Berenx Broame Cattaraugus Cattaraugus Chemung Chemango Cilinton Columbia Cortland Delaware Dutchess Erle Essex Franklin	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,440 1,134 2,865 1,310 3,963 833 1,771	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405 4,676 678 8,26 4,075 3 10,922 667 1,145	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274 15,722 16,064 3,049 9,946	11,180 159 11,021 17,995 19,092 27,610 6,346 20,391 12,515 15,877 12,924 27,453 19,824 27,123 3,987 11,235	Anson Ashe. Avery Beaufort. Bertie Biaden Brunswick Buncombe Burke. Cabarrun Caldwell Camden Carteret Caswell. Catawha	2,238 3,784 1,500 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,185 434 640 2,899 2,718	2,550 1,882 748 14,507 13,207 1,985 269 1,172 496 2,464 1,963 7,034 1,009 2,579	1,882 447 1,640 1,785 1,454 782 4,802 1,124 2,604 1,293 489 690 736 2,886 8,727	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,956 2,685 7,870 3,973 11,534	Person Pitt Polk Randolph Richmand Robeson Rockingham Rowan Rutherford Sampson Scatland Stanly Stokes Surry Swain Transylvania Tyrrell	3,591 5,563 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 2,244 3,809 4,297 756 966 491	2,802 7,696 31,937 4588 2,980 3,284 730,847 10,388 1,874 21,268 4,288 1,494 910,179 710,509 92 2,207 9 955	1,139 1,510 823 6,545 1,294 1,374 1,156 2,856 1,558 2,977 591 2,853 955 1,851 2,11 6,700	33 35 35 44 33 35 44 36 41 37 41 41 41 41 41 41 41 41 41 41 41 41 41
Albany Allegany Bronne Bronne Cattaraugus Cayuga Chautauqua Chemango Chenango Cliinton Cortiand Delaware Dutchess Erie Essex Franklin	2,180 13 2,022 3,044 2,491 4,621 1,967 1,967 1,134 2,865 1,310 3,963 831 1,777 742	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405 4,676 6,676 8,76 8,26 0,4,975 3,10,922 1,145 10,922 1,145 10,922 1,145 10,922 1,145 10,922 1,145 10,922 1,145 10,922 1,145 10,922 1,145 10,922 1,145 10,922 1,145 10,922 10,92 10,92 10,92 10,92 10,92 10,92 1	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274 15,722 16,064 3,049 9,946	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,815 15,877 12,924 27,453 19,824 27,123 3,987 11,235 11,235	Anson Ashe. Avery Beaufort Bertie Bladen Brunswick Buncombe Burke. Cabarrus Caldwell Camden. Carteret Caswell Catawha Chatham Cherokee	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,165 434 640 2,899 2,718 2,844 1,638	2,550 1,882 748 14,507 13,207 8,782 3,577 1,985 269 1,172 496 2,484 1,963 7,034 1,009 2,579 125	1,882 447 1,640 1,755 1,454 782 4,802 1,124 2,604 1,293 489 690 736 2,886 8,727 1,079	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,986 7,870 3,973 11,534 1,256	Person Pitt Polk Randolph Richmend Robeson Rockingham Rowan Rowan Rutherford Sampson Scotland Stanly Stokes Surry Swain Transylvania	3,591 5,563 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 2,244 3,809 4,297 756 966 491	2,802 7,696 31,937 4588 2,980 3,284 730,847 10,388 1,874 21,268 4,288 1,494 910,179 710,509 92 2,207 9 955	1,139 1,510 823 6,545 1,294 1,374 1,156 2,856 1,558 2,977 591 2,853 955 1,851 2,11 6,700	33 3 5 6 6 3 3 5 6 6 6 6 6 6 6 6 6 6 6 6
Albany Allegany Bronx Bronx Bronxe Cattaraugus Cattaraugus Chautauqua Chemng Chenango Cinton Columbia Cortiand Delaware Dutchess Erie Essex Franklin Futton Genesee	2,180 13, 2,022 3,040 2,491 1,099 2,280 1,967 1,144 2,865 1,310 3,963 8,38 1,777 743	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405 4,676 678 8,268 64,075 310,922 667 1,145 2,288 4,7,217	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274 15,722 16,064 3,049 9,946 3,045 7,0734	11,180 159 11,021 17,985 19,002 27,610 6,346 20,391 12,515 15,877 12,924 27,453 19,824 27,123 3,987 11,235 3,324 17,984	Anson Ashe Avery Beaufort Bertie Biaden Brunswick Buncombe Burke Cabarrus Caldwell Camden Carteret Caswell Catawha Chatham Charokee Chowan	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 2,165 434 640 2,399 2,718 2,844 1,638	2,550 1,882 748 14,507 13,207 8,762 3,577 1,985 269 1,172 496 2,464 1,963 7,034 1,009 2,579 125	1,852 447 1,640 1,785 1,454 782 4,802 1,124 2,604 1,293 489 580 736 2,886 8,727 1,079	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,956 2,685 7,970 3,973 11,534 1,266	Person Pitt Polk Randolph Richmend Robeson Rockingham Rowan Rutherford Sampson Scetland Stanly Stokes Surry Swain Transylvania Tyrrell Union	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 2,244 3,806 4,297 755 968 491 4,418	2.802 7.896 31.937 458 2.990 3.284 30.847 10.388 1.874 1.579 221.288 4.288 4.288 1.195 90 90 90 90 95 95 95 95 95	1,139 1,510 823 6,545 1,294 1,374 1,156 2,859 1,558 2,976 5,959 1,853 9550 1,850 2,111 6,354	33 33 35 44 33 36 11 11 11 11 11 11 11 11 11 11 11 11 11
Albany Allegany Bronx Bronx Bronxe Cattaraugus Cattaraugus Chautauqua Chemng Chenango Cinton Columbia Cortiand Delaware Dutchess Erie Essex Franklin Futton Genesee	2,180 13, 2,022 3,040 2,491 1,099 2,280 1,967 1,144 2,865 1,310 3,963 8,38 1,777 743	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405 4,676 678 8,268 64,075 310,922 667 1,145 2,288 4,7,217	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274 15,722 16,064 3,049 9,946 3,045 7,0734	11,180 159 11,021 17,985 19,002 27,610 6,346 20,391 12,515 15,877 12,924 27,453 19,824 27,123 3,987 11,235 3,324 17,984	Anson Ashe Avery Beaufort Bertie Bladen Brunswick Buncombe Burke Cabarrus Caldwell Camden Carteret Caswell Catawha Chatham Cherokee Chowan Clay	2,238 3,754 1,509 3,194 3,165 3,635 1,976 4,303 1,922 1,882 2,185 434 640 2,899 2,718 2,899 2,718 3,638	2,550 1,882 748 14,507 13,207 8,762 3,877 1,985 2,99 1,172 4,966 2,464 1,963 7,034 1,009 2,579 125 3,601 120	1,852 447 1,640 1,755 1,454 782 4,802 1,124 2,604 1,293 489 690 7366 8,727 1,079	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,986 2,685 7,870 3,973 11,534 1,286 4,828 1,511	Person Pitt Polk Randolph Richmend Robeson Rockingham Rowan Rowan Rutherford Sampson Scetland Stanly Stokes Surry Swain Transpivania Tyrreli Union Vance	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,244 3,808 4,297 7,566 4,916 4,418	2,802 7,896 31,937 458 2,980 3,284 10,388 1,874 1,879 21,288 4,288 1,494 10,179 10,509 92 207 9,955 4,201	1,139 1,510 823 6,545 1,294 1,374 1,156 2,859 1,558 2,975 5,995 2,853 955 1,851 2,111 7,701 6,356	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Albany Allegany Bronne Bronne Cattaraugus Cayuga Chautauqua Chemango Clemango Clentand Cortiand Delaware Dutchess Erie Essex Franklin Fulton Genesee	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,440 1,134 2,865 1,310 3,963 839 1,777 742 1,944	1,444 124 881 1,257 6,754 8,858 1,123 782 1,405 4,676 6,78 8,266 9,4,075 3,10,922 1,145 2,28 4,77 1,145 2,28 3,7,217 8,265 8,266 9,4,07 1,145 1,	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274 15,722 16,064 3,045 10,734 5,840	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,615 15,877 12,924 27,453 19,624 27,123 3,987 11,235 11,235 3,324 17,984 8,792	Anson Ashe Avery Beaufort Bertie Biaden Brunswick Buncombe Burke Cabarrun Caldwell Camden Carteret Caswell Catawha Chatham Cherokee Chowan Clay Cleveland	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,185 434 640 2,899 2,718 2,844 1,638	2,550 1,882 748 14,507 13,207 8,762 3,577 1,985 2,496 1,172 496 2,464 1,903 7,034 1,009 2,579 125 3,601 1,202 1,20	1,852 447 1,640 1,755 1,454 762 4,802 1,124 2,604 1,293 489 690 736 8,727 1,079 1,202 1,371 3,801	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,956 2,685 7,870 3,973 11,534 1,256 4,828 1,511 9,102	Person Pitt Polk Randolph Richmend Robeson Reckingham Rowan Rowan Rutherford Sampson Scetland Stanly Stokes Surry Swain Transylvania Tyrrell Union Vance Wake	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 2,244 3,309 4,297 755 966 499 4,418	2.802 7.856 31.937 458 2.990 3.284 30.847 10.388 1.874 21.268 4.288 4.288 4.288 4.288 5.40.179 7.10.509 7.955 5.4201 6.5605 0.15.501	1,139 1,510 823 6,548 1,294 1,374 1,156 2,859 1,598 2,977 5,91 2,853 955 2,11,851 2,111 5,700 6,351 5,371 3,221	33 33 34 35 36 37 37 38 38 39 31 31 31 31 31 31 31 31 31 31 31 31 31
Albany Allegany Bronx Bronxe Bronxe Cattaraugus Cattaraugus Chautauqua Chemango Clenango Clinton Columbia Cortiand Defaware Dutchess Erie Essex Franklin Fulton Greene Hamilton	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,134 2,865 1,310 3,963 839 1,777 1,944 1,098	1,444 124 881 1,257 6,754 8,858 1,123 782 1,405 4,676 6,78 8,26 9,407 10,922 9,667 1,145 2,228 4,7,217 8,245 2,845	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274 15,722 16,064 3,049 9,946 3,048 10,734 5,840	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,615 15,877 12,924 27,453 19,824 27,123 3,987 11,235 13,224 17,984 8,792	Anson Ashe Avery Beaufort Bertie Biaden Brunswick Buncombe Burke Cabarrun Caldwell Camden Carteret Caswell Catawha Chatham Charokee Chowan Clay Clieveland Columbus	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,1882 2,1882 2,1884 640 2,899 2,718 2,844 1,638 895 864 4,672 6,051	2,550 1,882 748 14,507 13,207 8,782 3,577 1,985 2,699 1,172 496 2,464 1,983 7,034 1,009 2,579 125 3,601 120 5,189 18,178	1,852 447 1,640 1,785 1,454 782 4,802 1,124 2,604 1,293 489 990 736 8,727 1,079 1,202 1,371 3,801 1,820	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,986 2,685 7,870 3,973 11,534 1,286 4,828 1,511 9,102	Person Pitt Polk Randolph Richmend Robeson Rockingham Rowan Rutherford Sampson Scetland Stanly Stokes Surry Swain Transylvania Tyrrell Union Vance Wake Warren	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 3,306 4,297 4,418 2,244 4,3,406 4,418 2,100 5,777 2,866	2.802 7.886 31.937 458 2.980 3.284 10.388 1.874 1.579 2.21,268 4.288 4.288 1.494 9.10,179 10.509 3.207 3.827 3.847 4.288 5.4201 5.605 6.506 6.50	1,139 1,510 823 6,545 1,294 1,156 2,855 2,977 596 2,853 1,558 2,977 6,706 6,357 6,377 6,372	3 3 3 5 5 6 6 7 5 6 6 7 5 6 6 6 7 5
Albany Allegany Seronx Broams Cattaraugus Caturaugus Cheung Cheung Chenango Clinten Cortland Delaware Dutchess Erie Essex Franklin Futton Genesee Greene Hamilton Herkimer	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,440 1,134 2,865 1,310 3,953 1,771 742 1,944 1,948	1,444 124 861 1,257 6,754 8,868 1,123 782 1,405 4,676 6,782 1,405 1,405 1,145 2,284 1,445 1,455	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274 15,722 16,064 3,048 9,946 3,048 10,733 5,840	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,515 15,877 12,924 27,453 19,824 27,123 3,987 11,235 3,387 11,235 3,387 11,235 3,387 11,235 3,872 11,235 3,872 11,235 3,872 11,235 3,872 11,235 3,872 11,235 3,872 11,235 3,872 11,235 3,872 11,235 3,872 11,235 11,23	Anson Ashe Avery Beaufort Bertie Bladen Brunswick Buncombe Burke Cabarrus Caldwell Camden Carteret Caswell Catawha Chatham Cherokee Chowan Clay Clay Cloweland Columbus Craven	2,238 3,754 1,509 3,194 3,163 3,633 1,976 4,303 1,922 1,882 2,185 434 424 2,2199 2,718 2,244 1,638 395 864 4,672 6,051	2,550 1,882 748 14,507 13,207 8,762 3,577 1,985 2,989 1,172 496 2,484 1,983 7,034 1,009 2,579 125 3,601 120 5,189 18,172	1,852 447 1,640 1,785 1,454 782 4,802 1,124 2,804 1,203 489 690 2,888 8,727 1,079 1,202 1,371 3,801 1,820 1,192	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,956 7,870 3,973 11,534 1,266 4,828 1,511 9,102 2,0,085 1,511 9,102 2,0,085 1,012 1,01 1,01	Person Pitt Polk Randolph Richmond Robeson Rockingham Rowan Rowan Rutherford Sampson Scotland Stanly Stokes Surry Swain Transylvania Tyrrell Union Vance Wake Warren Washington	3,591 5,583 97 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 2,244 3,806 4,297 756 966 491 4,411 2,100 5,777 2,860	2,802 7,856 31,937 458 2,980 3,284 30,847 10,388 1,874 1,879 2,21,288 4,288 4,288 1,494 10,179 7,10,509 3,925 5,4,201 5,665 6,560 6,	1.139 1.510 823 6.545 1.294 1.156 2.859 1.558 2.978 5.958 1.851 2.167 911 6.356 3.701 6.356 3.720 0.9959	3 3 3 5 5 6 6 6 7 5 6 6 6 7 5 6 6 6 7 5 6 6 6 7 5 6 6 6 7 5 6 7 5 6 6 7 5 6 7 5 6 6 7 5 6
Albany Allegany Bronne Bronne Cattaraugus Cayuga Chautauqua Chemango Cilinton Columbia Cortland Delaware Dutchess Erie Essex Franklin Fulton Genesee Greene Hamilton Herkimer Jefferson	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,134 2,865 1,310 3,963 8,38 1,771 742 1,944 1,098	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405 4,676 6,78 8,268 9,4,075 10,922 1,145 2,28 4,775 1,145 2,28 4,717 8,28 4,717 8,28 8,28 8,28 8,28 8,28 8,28 8,28 8,2	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274 15,722 16,064 3,049 6,3,045 6,3,045 7,734 6,5,840 42 13,338 42 13,338 42 13,338 42 13,338 42 13,338	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,515 15,877 12,924 27,453 19,624 27,453 19,624 27,123 3,324 17,984 18,792	Anson Ashe. Avery Beaufort Bertie Bladen Brunswick Buncombe Burke. Cabarrun Caldwell Camden. Carteret Caswell Catawha Chatham Cherokee Chowan Clay Cloveland Columbus Craven Curenen Craven Clayen Clayen Clayen Coumbus Craven Cumberland	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,185 434 640 2,899 2,718 2,844 1,638 895 864 4,672 6,051 2,358	2,550 1,882 748 14,507 13,207 8,782 3,877 1,985 269 1,172 4986 2,464 1,903 1,009 2,579 125 3,601 1,009 2,579 1,009	1,852 447 1,640 1,755 1,454 782 4,802 1,124 2,604 1,293 489 690 736 2,888 8,727 1,079 1,202 1,371 3,801 1,820 1,192	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,986 2,685 7,870 3,973 11,534 1,286 4,828 1,511 9,102 20,085 10,345 10,	Person Pitt Polk Randolph Richmend Robeson Reckingham Rowan Rowan Rowan Rutherford Sampson Scetland Stanly Stokes Surry Swain Transylvania Tyrrell Union Vance Wake Warren Washington Watauga	3,591 5,563 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,244 3,806 4,297 4,411 2,100 5,777 2,866	2.802 7.856 31.937 458 2.980 3.284 30.847 10.388 1.874 1.979 21.268 4.288 4.1494 10.179 710.509 3207 955 4.201 6.5.605 0.15.501 6.5.605 0.15.501 6.5.605 0.15.501 71.465	1.139 1.510 822 6.545 1.294 1.156 2.855 1.558 2.977 5.995 2.853 1.851 2.167 6.356 3.771 6.356 3.322	33 35 35 35 35 36 36 37 37 37 37 37 37 37 37 37 37 37 37 37
Albany Allegany Beronx Bronme Cattaraugus Cayuga Chautauqua Chemango Chenango Cliinton Cortland Delaware Dutchess Erie Essex Franklin Futton Genesee Greene Hamilton Herkimer Jefferson Kings	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,140 1,134 2,865 1,310 3,963 1,777 7,777 1,944 1,098	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405 4,676 6,78 8,28 9,4075 10,922 1,145 2,2845 2,2845 2,2845 2,845 3,488 3,488	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,099 26,274 15,722 16,064 3,048 3,048 42 10,734 45,840 42 13,338 3,22,022 284	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,515 15,877 12,924 27,453 19,824 27,123 3,987 11,235 3,324 17,984 8,792 2,515 14,271 23,062 2,779	Anson Ashe Avery Beaufort Bertie Bladen Brunswick Buncombe Burke Cabarrun Caldwell Camden Carteret Caswell Catawha Chatham Charokee Chowan Clay Cloveland Columbus Crawen Cumberland Currituck	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,1882 2,1884 640 2,899 2,718 2,844 1,638 895 884 4,672 6,051 2,358 3,002 5,444	2,550 1,882 748 14,507 13,207 8,782 3,877 1,985 269 1,172 496 2,464 1,963 7,034 1,009 2,579 125 5,189 18,173 8,966 7,491 3,065	1,852 447 1,640 1,755 1,454 782 4,802 1,124 1,293 4899 690 736 2,888 8,727 1,079 1,202 1,371 3,801 1,820 1,192 1,193 1,820 1,193 1,820 1,193 1,820 1,193 1,820 1,193 1,820 1,193 1,820 1,8	3,814 1,224 16,215 15,069 10,338 4,378 6,885 1,451 3,830 1,917 2,956 2,685 7,870 3,973 11,534 1,286 4,828 1,511 9,102 20,085 10,345 9,546	Person Pitt Polik Randolph Richmend Robeson Rockingham Rowan Rutherford Sampson Scetland Stanly Stokes Surry Swain Transylvania Tyrrell Union Vance Wake Warren Washington Watauga Wayne	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 3,306 4,297 4,418 2,104 5,777 2,86 777 2,42 4,588	2.802 7.886 31.937 458 2.980 3.284 10.388 1.874 1.579 2.21.268 4.288 1.494 9.10.179 10.509 3.22 3.32 3.32 4.280 5.600 6.5000 6.5000 6.500 6.500 6.500 6.500 6.500 6.500 6.5000 6.5000 6.5000 6.5000 6.5000 6.5000	1.139 1.510 823 6.545 1.294 1.374 1.156 2.856 1.558 2.977 2.855 1.558 2.955 1.851 2.11 2.11 2.11 3.22 3.999 3.1.13 7.2.10	33 33 33 33 33 33 33 33 33 33 33 33 33
Albany Allegany Bironx Bironx Bironx Cattaraugus Cayuga Chautauqua Chemung Chemango Cilinten Columbia Cortiand Delaware Dutchess Erie Essex Franklin Fulton Genesee Greene Hamilton Herkimer Jefferson Kings Lewis Lewis	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,440 1,134 2,885 1,310 3,953 833 1,777 742 1,944 1,098 3,171 2,977 4;1,144	1,444 124 861 1,257 6,754 8,868 1,123 782 1,405 4,676 6,782 1,405 1,405 1,145 2,284 1,284	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,0859 26,274 15,722 16,064 3,048 5,840 42,13,388 42,272 5,840 42,13,388 6,274 10,734 5,840	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,515 15,877 12,924 27,453 19,824 27,453 19,824 17,984 8,792 51 14,271 723,062 14,271 723,062 12,916 12,916	Anson Ashe Avery Beaufort Bertie Bladen Brunswick Buncombe Burke Cabarrus Caldwell Camden Carteret Caswell Catawha Chatham Cherokee Chowan Clay Cloweland Columbus Craven Cumberland Currituck Dare	2,238 3,754 1,509 3,194 3,163 3,633 1,976 4,303 1,922 1,882 2,185 434 434 2,718 2,2,185 444 1,638 3,002 6,051 2,389 6,051 6,05	2,550 1,882 748 14,507 13,207 8,762 3,577 1,985 2,999 1,172 496 2,484 1,983 7,034 1,009 2,579 125 3,601 120 5,189 18,172 8,966 7,491 3,966 7,491 3,966	1,852 447 1,640 1,785 1,454 782 4,802 1,124 1,293 489 590 736 2,886 8,727 1,079 1,202 1,371 3,801 1,822 1,192 1,193 1,192 1,193 1,19	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,956 7,870 3,973 11,534 1,286 4,828 1,511 9,102 2,0,085 1,012	Person Pitt Polk Randolph Richmond Robeson Rockingham Rowan Rowan Rutherford Sampson Scotland Stanly Stokes Surry Swain Transylvania Tyrrell Union Vance Wake Warren Washington Watauga Wayne Wilkes	3,591 5,563 967 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,244 2,244 3,306 4,297 756 966 499 4,418 2,100 5,777 2,86 6,777 2,42 4,58	2,802 7,866 31,937 458 2,980 3,284 10,388 1,874 1,879 2,21,288 4,288 4,288 1,494 10,179 7,10,509 8,55 6,565 6,565 3,207 7,1,463 8,1,464 8,1,464 1,464	1.139 1.510 823 6.548 1.294 1.156 2.856 2.976 5.2976 6.356 6.356 6.356 6.357 3.222 990 0.593 3.1,33 3.1,33 3.1,33 6.738	33 33 33 35 35 36 37 37 37 37 37 37 37 37 37 37 37 37 37
Albany Allegany Bronx Bronx Bronx Bronx Bronx Bronx Cattaraugus Cayuga Chautauqua Chemango Cilinton Columbia Cortiand Delaware Dutchess Erie Essex Franklin Fulton Genesee Greene Hamilton Herkimer Jefferson Kings Lewis Lewis	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,440 1,134 2,865 1,310 3,963 3,833 1,771 744 1,098 31 1,711 2,977 44 1,611	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405 4,676 6,78 8,228 9,4,075 1,145 2,28 7,217 8,2,245 2,28 4,075 1,145 2,28 4,075 1,145 2,28 4,075 1,145 2,28 4,075 1,145 2,28 4,075 1,145 2,28 4,075 1,145 2,28 4,075 1,145 2,28 4,075 1,145	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,059 26,274 15,722 16,064 3,048 5,840 42 10,734 5,840 42 13,338 22,027 284 21,235 21	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,515 15,877 12,924 27,123 3,987 11,235 3,324 17,984 8,792 2,1984 17,984 8,792 2,1984 17,984 17,984 18,792 18,217 19,218 19,	Anson Ashe Avery Beaufort Bertie Bladen Brunswick Buncombe Burke Cabarrun Caldwell Camden Carteret Caswell Catawha Chatham Cherokee Chowan Clay Cleveland Columbus Craven Currituck Dare Davidson	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,188 434 640 2,399 2,718 2,844 1,638 885 4,672 6,051 2,358 864 4,672 6,051 2,358 865 4,300 2,300 3,000 3,000 3,000 3,000 3,000 3,00 3	2,550 1,882 748 14,507 13,207 8,782 3,877 1,985 2,484 1,903 1,172 498 2,484 1,009 2,579 125 3,601 1,009 1,00 1,00	1,852 447 1,640 1,755 1,454 782 4,802 1,124 2,604 1,293 489 590 736 2,888 8,727 1,079 1,202 1,371 3,801 1,820 1,939 743 2,836 3,743 4,800 1,820 1,939 7,43 2,836 1,936 1	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,986 2,685 7,870 3,973 11,534 1,286 4,828 1,511 9,102 20,085 10,345 9,508 3,834 4,838 6,844	Person Pitt Polk Randolph Richmend Robeson Reckingham Rowan Rowan Rowan Rowan Rowan Rowan Rowan Stanly Stokes Surry Swain Transylvania Tyrreli Union Vance Wake Warren Washington Watauga Wayne Wilkes Wilson	3,591 5,563 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 3,806 4,297 4,418 2,101 5,777 2,866 7,77 2,42 4,586 3,911	2.802 7.856 31.937 458 2.980 3.284 30.847 10.388 1.874 1.979 21.268 4.288 4.1494 10.179 710.509 55 4.201 6.5.600 6.5.600 71.463 8.19.6008 8.19.6008 8.19.6008	1.139 1.510 822 6.545 1.294 1.156 2.855 1.558 2.977 5.995 2.853 1.851 6.357 6.357 1.851 6.357 6.357 7.757 7.77 7.77 7.77 7.77 7.77 7.77	33 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Albany Allegany Bironx Bironx Bironx Bironx Bironx Cattaraugus Cayuga Chautauqua Chemango Chenango Cliinton Cortiand Delaware Dutchess Erie Essex Franklin Futton Genesee Greene Hamilton Herkimer Jefferson Kings Lewis Livingston Madison	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,310 3,965 1,310 3,965 1,777 1,944 1,098 3,717 1,715 2,975 4,1,541 1	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405 6,78 8,828 6,4,075 10,922 667 11,145 2,2845 2,2845 4,7,217 8,2,845 2,845 1,925 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145 2,845 1,145	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,099 26,274 15,722 16,064 3,048 42 10,734 5,840 42 11,335 43 22,022 13,335 22,022 14,355 16,905 16,905	11,180 159 11,021 17,995 19,002 27,610 6,346 20,391 12,515 15,877 12,924 27,453 19,824 27,123 3,987 11,235 3,324 17,984 8,792 2,817 14,271 23,072 14,271 23,072 14,271 23,072 14,271 23,072 14,271 23,072 14,271 23,072 15,172 16,172 17,481 17,481 17,481 17,481 17,481 17,481 17,481 17,481 17,481 17,481 17,481 17,481 17,481 17,481	Anson Ashe Avery Beaufort Bertie Bladen Brunswick Buncombe Burke Cabarrus Caldwell Camden Carteret Caswell Catawha Chatham Cherokee Chowan Clay Cloweland Columbus Craven Cumberland Currituck Dare	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,188 434 640 2,399 2,718 2,844 1,638 885 4,672 6,051 2,358 864 4,672 6,051 2,358 865 4,300 2,300 3,000 3,000 3,000 3,000 3,000 3,00 3	2,550 1,882 748 14,507 13,207 8,782 3,877 1,985 2,484 1,903 1,172 498 2,484 1,009 2,579 125 3,601 1,009 1,00 1,00	1,852 447 1,640 1,755 1,454 782 4,802 1,124 2,604 1,293 489 580 736 2,888 8,727 1,079 1,202 1,371 3,801 1,820 1,939 7,43 6,93 1,939 7,43 6,93 1,939 7,43 6,93 6,93 1,939 7,43 6,93 6,93 6,93 6,93 6,93 6,93 6,93 6,9	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,986 2,685 7,870 3,973 11,534 1,286 4,828 1,511 9,102 20,085 10,345 9,508 3,834 4,838 6,844	Person Pitt Polk Randolph Richmend Robeson Reckingham Rowan Rowan Rutherford Sampson Scotland Stanly Stokes Surry Swain Transylvania Tyrrell Union Vance Wake Warren Washington Watauga Wayne Wilkos Wilkos Wilkos Wilkos Wilkos Wakein	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 3,806 4,297 7,57 7,66 4,96 4,411 2,244 4,58 4,08 3,911 3,144	2.802 7.886 31.937 458 2.990 3.284 10.388 1.874 1.579 2.1268 4.288 4.1494 10.179 7.10.509 6.1	1.139 1.510 823 6.545 1.294 1.374 1.156 2.855 1.558 2.977 2.855 1.851 2.855 2.	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3
Albany Allegany Bronze Cattaraugus Cayuga Chemung Chemung Chenango Clinton Columbia Cortland Delaware Dutchess Erie Essex Franklin Futton Genesee Groene Hamilton Herkimer Jefferson Kings Lewis Llvingston	2,180 13 2,022 3,040 2,491 4,621 1,090 2,280 1,967 1,440 1,134 2,886 1,310 3,963 8,33 1,777 742 1,944 1,098 31,711 2,977 4,1,141 1,611 2,057	1,444 124 861 1,257 6,754 8,858 1,123 782 1,405 4,676 6,78 8,266 9,4,075 10,922 607 1,145 2,284 1,145 2,284 1,284	9,480 35 10,082 16,457 12,250 18,347 5,179 19,407 10,834 11,160 12,0859 26,274 15,722 16,064 3,048 5,840 42 13,338 3,22,027 5,840 42 13,338 42,027 5,840 10,734 10,	11,180 159 11,021 17,995 19,092 27,610 6,346 20,391 12,515 15,877 12,924 27,453 19,824 27,123 3,987 11,235 3,384 17,984 8,792 2,51 14,271 7,23 14,271 7,23 14,271 7,23 14,271 7,23 14,271 7,23 15,10 16,10 17,481 19,10 10,10 11,481 11,4	Anson Ashe Avery Beaufort Bertie Bladen Brunswick Buncombe Burke Cabarrus Caldwell Camden Carteret Caswell Catawha Chatham Cherokee Chowan Clay Cloveland Columbus Craven Cumberland Currituck Dare Davis Davis	2,238 3,754 1,509 3,194 3,165 3,633 1,976 4,303 1,922 1,882 2,185 434 434 2,399 2,718 2,344 1,638 895 864 4,672 6,051 2,356 3,002 544 38 3,561 1,527	2,550 1,882 748 14,507 13,207 8,762 3,577 1,985 2,99 1,172 496 2,464 1,983 7,034 1,009 2,579 125 3,601 1,129 3,601 1,129	1,852 447 1,640 1,785 1,454 782 4,802 1,124 2,804 1,293 489 890 736 2,886 8,727 1,079 1,202 1,371 3,801 1,822 1,192 1,938 743 2,836 1,938	3,814 1,224 16,215 15,069 10,338 4,376 6,885 1,451 3,830 1,917 2,956 2,685 7,870 3,973 11,534 1,286 4,828 1,511 9,102 20,085 10,345 9,506 3,834 4,838 6,644 3,102	Person Pitt Polk Randolph Richmend Robeson Reckingham Rowan Rowan Rowan Rowan Rowan Rowan Rowan Stanly Stokes Surry Swain Transylvania Tyrreli Union Vance Wake Warren Washington Watauga Wayne Wilkes Wilson	3,591 5,583 997 3,578 1,572 8,037 4,188 2,911 3,021 6,822 1,241 3,806 4,297 7,57 7,66 4,96 4,411 2,244 4,58 4,08 3,911 3,144	2.802 7.886 31.937 458 2.990 3.284 10.388 1.874 1.579 2.1268 4.288 4.1494 10.179 7.10.509 6.1	1.139 1.510 823 6.545 1.294 1.374 1.156 2.855 1.558 2.977 2.855 1.851 2.855 2.	3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3

STATE			E OF FA		STATE			E OF FA		STATE			E OF FA	
COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$600)	Total (\$000)	and COUNTY	No. of Farms	Craps (\$000)	Live- stock (\$000)	Total (\$000)	and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)
ORTH DAKOTA					Clermont	2,487	3,181	3,738	6,948	Washington	2,576	1,600	3,996	5,6
lams	555	2,688	1,988	4,676	Clinton	1,594	3,576	13,494	17,077	Wayne	3,080	5,741	17,928	23,7
rnes	1,798	13,536	5,730	19,266	Columbiana	2,893	3,894	6,504	10,416	Williams	1,959	5,711	8,032	13,7
mson	1,331	8,455	3,148	9,601	Coshocton	1,781	2,250	4,827	7,128	Wood	2,766	18,853	9,281	28,1
llings	359	753	1,313	2,066	Crawford	1,746	5,391	8,096	13,502	Wyandet	1,537	7,604	8,737	14,3
ottineau	1,877	14,374	3,012	17,389	Cuyahoga	1,145 3,885		992 14,408	9,845 26,586	Total Above Counties	177.074	432,360	588,879	1022 6
wman	837 892	2,413 7,217	1,938	4,351 8,534	Darke	1,776		4,788	12,575	Total Augre Counties	111,014	402,000	300,010	1044,0
arke urleigh	1,026	4,612	4,459	9,082	Dentarico	1,770	7,702	4,700	12,010					
188	2,324	27,683	9,901	37,584	Delaware	2,045	4,915	8,669	13,595	OKLAHOMA				
valler	1,794	8,518	2,555	11.073	Eria	1,151	8,448	2,943	8,402	Adair	1,590	451	2,029	2,4
		-	-,		Fairfield	2,514	4,719	10,435	15,159	Alfalfa	1,406	5,841	5,100	10,1
ckey	1,171	5,112	4,423	9,535	Fayette	1,373	4,934	11,602	18.537	Atoka	1,489	319	1,989	
vide	907	7,961	1,083	9,044	Franklin	2,051	7,284	7,967	15,231	Beaver	1,275	2,852	5,483	
ann	1,059	2,912	3,825	6,737	Fulton	2,354		18,255		Beckham	1,572	4,412	1,999	6,4
ldy	556	2,295	2,059	4,354	Gallia	2,212		3,179	4,780	Blaine	1,620	4,311	3,966	8,3
mmons	1,259	6,828	4,182	11,015	Geauga	1,682		5,182		Bryan	2,117	2,198	3,220	
oter	612	4,377	2,014	6,391	Greene	1,784		11,937		Caddo		7,633	5,318	
ilden Valley	424	3,255	1,222	4,477	Guernsey	2,032	685	3,264	3,972	Canadian	1,848	6,089	7,026	
and Forks	1,886	24,372	4,858	29,230	Mariban	9 404		0.570	9 010	Carter	1,544	284	2,491	2,
ant	1,018	3,907	3,997	7,904	Hamilton	1,481				Cherokon	1 700	131	1,770	1.
iggs	805	5,258	2,219	7,477	Hancock	2,338 1,883				Cherokee	1,798		1.581	1.
***	000		0.474	* **	Hardin					Cimarron		1	2,683	
ttinger	887 871	5,454 3,002	2,171 3,359	7,825 6,361	Harrison					Cleveland			2,472	
Mouse			4,629	11,837	Highland					Coal			1,912	
Moure	1,385	7,208 4,103	2,686	6,789	Hocking				2,230	Comanche			4,386	
Henry	1,596	7,222	4,421	11,643	Halmes					Cotton	1,041		1.816	
Intosh	982	4,451	2,963	7,414	Huron					Craig	1,602		5,337	6
Kenzie	1,203	6,369	5,048		Jackson		965	2,052	3,044	Creek	1,559	237	1,738	1
Lean	1.859	11.065								Custer	1,619	4,937	4,659	9
rcer	862	2,784			Jefferson	1,273	771	1,860	2,629					
orton	1,453	4,747			Knox		2,858	8,900	11,795	Delaware		456	3.874	
					Lake	1,225	4,882	1.111		Dewey			3,322	
ountrail	1,279	6,751	1,843	8,594	Lawrence					Ellis			3,490	
Ison	1,104	5,917	2,789	8,686	Licking					Garfield			4,040	
iver		2,066	2,237	4,303	Legan					Garvin			3,022	
mbina	1,519	22,451			Lorain					Grady			6,538	
oree		4,071			Lucas					Grant			4,058	
maey	1,260	5,750			Madison					Greer			1.238	1
neom		3,479		1	Mahoning	1,94	6 3,381	5,26	8,654	Harmon			4,37	
nville		9,250			Marian	1,41	7 5,401	8,15	13.562	rigiper	1 00	1,,,,,	4,000	1
chland							1			Haskell	1.27	572	1,56	3 2
lette	1,001	3,333	1,756	5,004	Meigs					Hughes				4
rgent	1,166	4,875	4,377	9,252						Jackson				
eridan								1		Jefferson				
DMX						1				Johnston		1 425	2,52	9 :
90										Kay		8,395	4,57	3 1
nrk							9 84	2,81	3,488	Kingfisher	1.65	6,666	5,23	7 1
sele			1	1			5 3.58	6,10	9,705	Klowa	1,64	7,616	3,02	7 1
rtsman	2,042						4 1,87	6,85	8,780	Latimer	. 96			
wner	. 884	4,775	1,64	6,422						Le Flere	. 2,54	752	2,75	6
all)		15,818	3,59	19,409	Noble						1			
alehhela	2,084	25,910	2,53	28,447						Lincoln			1	
					Paulding					Logan				
ard		15,38	4,22	19,584	Perry	. 1,38				Love				-1
alls	1,391			11,099	Pickaway					McClain				
illiams	. 1,530	10,29	2,66	12,964						McCurtain				
	-	-			Portage					Melntesh				-1
stal Above Counties	61,94	405,99	9 171,92	2 577,955										
	1	1			Putnam					Marshall				
	1		1		Richland	2,39	4,04	1 5,79	9,878	Mayes		- 1		
110			4 00	7 010	Boss	2.13	78 A 91	4 7 10	8 12,202			-	2,00	"
lams											2,35	7 1.66	3,29	11
len														
hland	2,04													
htabula														
hens											2,41			
oglaize elmont,	1,99										1,72			
0wn		1												
utler														
rroll														
	1,30	1	0,00	1	Vanwert					Payne	1,74		2 3,8	48
hampaign	1,86	5,57	7 10,33	7 15.92			84 38		1,408	Pittsburg	2.0			
lark								7,4	26 11,995		1.8	08 28	0 3.6	49

take the STRAIGHT LINE

STRAIGHT-LINE Advertising means "localizing" your ads to better appeal to the interests of the farm reader. You get more ACTION - more "hard sell" in your farm advertising. For example, our field reports can help you determine which product or feature is currently of greatest local interest. STRAIGHT-LINE Advertising also means the use of local photos and testimonials . . . local prices and terms...local coupon returns...local dealer and distributor names. Any or all of these services are available without extra mechanical cost because of our gravure printing. For more complete information, SEND FOR THIS 16-PAGE BOOKLET. WRITE 1010 ROCKWELL AVE-NUE, CLEVELAND 14, OHIO.







Preferred media

Because The Ohio Farmer, Michigan Farmer and Pennsylvania Farmer concentrate on local agriculture, farmers in each state look first and longest at their own state farm paper. For information about new farm practices, for example, The Ohio Farmer is preferred nearly 2 to 1 over the next farm magazine (Ohio Agricultural Experiment Station Survey, 1957). Your advertising, too, can double its selling effect with the local STRAIGHT-LINE touch.

Ohio, Michigan, Pennsylvania - all rank in the "top third" among the 48 states in farm income. They represent a continuing high level of buying power - your top layer of farm sales potential. With rich industrial markets nearby, farmers are able to diversify - to go heavily into dairying, poultry raising or fruit production, as well as cash grain crops. These farmers sell a wide range of crops and livestock . . . and they sell every month of the year. In addition, these farmers earn an extra one-third in cash income by holding thousands of off-the-farm jobs - available as a result of nearby industry. Income is BIG and steady, year 'round.



STRAIGHT-LINE Advertising is available in -

MICHIGAN FARMER PENNSYLVANIA FARMER

STATE			E OF FA		STATE			UCTS SC		STATE			E OF FA	
COUNTY	No. of Farms	Crops (\$000)	Live- stack (\$000)	Total (\$000)	and COUNTY	No. of Farms	Craps (\$000)	Live- stock (\$000)	Total (\$000)	and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)
OKLAHOMA-					Cameren	92	3	111	115	Allendale	687	2,888	801	3,43
(Cont'd)					Carbon	570	880	1,508	2,309	Anderson	5,043	5,377	3,935	9,41
Pottawatomie	2,163	928	3,772	4,705	Centre	1,350	2,602	7,290	9,922	Bamberg	1,239	2,519	1,458	3,991
Pushmataha	1,223	130	1,159	1,311	Chester	3,383	18,097	23,976	42,142	Barnwell	1,353	3,027	631	3,678
Roger Mills	1,158	2,179	3,048	5,229	Clarion	1,663	1,090	4,414	5,517	Beaufort	1,201	3,421	1,063	4,551
Rogers	1,929	590 239	4,839 1,824	5,432	Clearfield	2,017	753 841	1,778	3,318 2,637	Berkeley	2,965	1,747	884	2,090
Sequoyah	1,774	863	1,204	1,888	Clinton	1.785	4,003	7,127	11,168	Charleston	1,403	4,165 3,771	748	5,541
Stephens	1,772	793	3,299	4,093	Crawford	3,590	1,847	11,852	13,937	Gnarreston	1,041	3,771	748	4,54
Texas	1,156	5,271	4,614	9,885	Grawtoru	3,390	1,047	11,002	10,001	Cherekee	2,357	2,406	1,542	4,10
	1,100	0,271	4,014	0,000	Cumberland	2,325	4,634	11,043	15,695	Chester	2,036	1,690	1,518	3,370
Tillman	1.415	8.832	2,126	10,958	Dauphin	1,695	2.057	8,968	11,040	Chesterfield	3,240	6,178	1,602	7.93
Tulsa	1,807	999	7,230	8,229	Delaware	493	3,845	1,413	5,268	Clarenden	3,813	10,181	1,074	11,31
Wagener	1,478	1.471	2,701	4,177	Elk	504	132	902	1,049	Colleton	2,751	3,000	1,364	4,63
Washington	757	304	2,395	2,700	Erie	3,318	9,109	8,885	18,226	Darlington	3,987	12,095	881	13.08
Washita	2,447	9,735	3,384	13,119	Fayette	2,546	1,020	3,411	4,485	Dillen	3,001	12,419	718	13.18
Woods	1,323	3,528	5,248	8,777	Forest	173	48	323	393	Derchester	1,908	2,545	1,499	4,113
Weedward	1,104	1,299	4,421	5,722	Franklin	2,556	9,244	15,937	25,214	Edgefield	1,688	3,625	863	4,58
	-				Fulton	1,124	803	3,224	4,112	Fairfield	1,441	799	1,088	2,17
Total Above Counties	118,979	186,613	258,301	445,136	Greene	2,001	328	3,509	3,861	Florence	6,891	19,963	1,033	21,14
OREGON					Huntingdon	1,554	1,289	5,084	6,506	Georgetown	1,593		561	2,77
Baker	998	2,867	7,546	10,534	Indiana	2,691	3.375	6,515	9,978	Greenville	4,520	3,163	2,346	5,61
Benton		3,307	2,971	6,998	Jefferson	1,491	959	3,539	4,539	Greenwood	1,540		1,238	2,14
Clackamas		9,964	12,235	23,433	Juniata	1,205	1,468	5,701	7,233	Hampton	1,501		1,081	4.00
Clatsop		295	2,048	2,424	Lackawanna	1,054	1,020	4,903	5,940	Horry	6,918	24,568	1,322	25.,96
Columbia		1,762	3,376	5,628	Lancaster	7,951	28,088	75,451	103,594	Jasper	971	617	679	1,53
Coos		593			Lawrence	1,609	1,864	5,537	7,415	Kershaw	2,233	4,020	565	4,72
Crook	393	2,557	3,935		Lebanon	1,762	3,246	12,988	16,303	Lancaster	2,119	1,632	1,162	2,96
Curry	390	863		2,587	Lehigh	1,671	9,161	6,498	15,864	Laurens	2,752	3,465	2,237	5,90
Deschutes	1,067	1,787		4,878 8,198	Luzerno	1,990	4,275	4,893	9,202	Lee	2 220	8,294	595	9 92
Designa	2,100	1.1//	0,411	0,180	Lycoming	2,095	2,909	6.657	9,847	Lee	2,339		1,969	8,93 4,83
Gilliam	212	8,208	1,386	9,615	McKean	796	324	2,089	2,455	McCormick	821		219	75
Grant	403				Mercer	3,271	1,963	9,760	11,820	Marion	2,820		635	
Harney		601			Mifflin	1,068	1,048	6,354	7,427	Mariboro	2,207		880	
Heed River	1,002				Monros	687	1,185	1,955	3,149	Newberry	2,223		2,589	
Jackson		6,898		14,102	Montgomery	2,505	6,816	12,690		Oconee	2,799		1,299	
Jafferson		9,474	2,384	11,859	Montour	553	995	1,940	2,940	Orangeburg	5,237		5,328	
Jesephine		1,133	3,491	5,076	Northampton	1,858	5,544	8,190	13,748	Pickens	2,601		1,120	
Klamath	1,297	11,828	10,594	23,813	Northumberland	1,855	3,186	7,820	11,036	Richland	2,043	2,281	2,203	4.54
Lake	426	1,190	4,704	6,259	Perry	1,612	1,532	6,850	8,416					
Lane	4,042	8,314	8,151	18,214						Saluda			2,507	
					Philadelphia	78	1,045	121	1,166	Spartanburg	5,547		3,155	
Lincoln		147			Pike	335	245	2,784	3,042	Sumter	3,441		1,987	
Lina	3,196	15,745		1	Potter	999	1,958	3,645	5,722	Union	1,328		683	
Maiheur					Schuylkill	1,802	3,445	7,437	10,902	Williamsburg	5,875		1,102	
Marion					Snyder	1,344	1,973	4,902		York	3,100	3,183	3,890	7,05
Morrow		9,428			Somerset	2,881	2,973	10,881	14,240	T-1.141 0 1	404 000			
Multnomah				13,368	Sullivan	462 2,144	239 408	1,772		Total Above Counties	124,203	243,733	98,131	317,19
Pelk					Susquehanna	1,926	847	13,935 10,757	14,469 11,531					
Tillamook		82			Union	924	1,631	3,972		SOUTH DAKOTA				
Umatilia					J	024	.,001	0,412	0,011	Aurora	817	1.361	5.253	6.61
	1,000	25,001	3,00	55,466	Venange	1,418	835	2.834	3,733	Beadle	1,518		7,916	
Union	986	6,119	3,907	10,317	Warren		554	4,176		Bennett				
Wallowa	606				Washington	3,423				Bon Homme	1,368			
Wasco					Wayne	2,061	335	12,564		Brookings	1,841			
Washington	3,676	1			Westmoreland	3,905	2,919	10,217		Brown	1,846			
Whoeler	173				Wyoming	1,118	465	5,866		Brule				
Yamhill	2,473	10,861	8,598	20,130	York	5,549	11,381	23,659		Buffalo	154	185	2,632	2,81
Tota lAbove Counties	54,441	252,408	189,221	459,841	Total Above Counties	128,876	224,088	551,528	779,576	Butte	636			
PENNSYLVANIA					RHODE ISLAND					Charles Mix		4,640	8,672	13,3
Adams			1		Bristol				1,106	Clark				
Allegheny					Kent			1,349		Clay				
Armstrong					Newport	444		2,558		Codington	1,078			
Beaver	1,266				Providence	819				Carson				
Bedford					Washington	322	2,348	2,418	4,770	Custer	380			
Berks			100 0000					1	40.00	Davison				
Blair					Total Above Counties	2,004	8,217	12,215	18,452	Day	1,600			
Bradford										Deuei	1,200			
Bucks										Dewey	. 494	1,188	3,125	4,3
Butler	3,040	5,600	9,40	15,204	SOUTH CAROLINA			-			1			
					Abbeville	1,774				Douglas	. 88			
Cambria	1,542	2,184	2,90	5,230	Aiken	2,657	4,519	2,526	7,167	Edmunds	. 97	8 2,414	3,474	5,8

STATE			E OF FA		STATE			E OF FA		STATE			DUCTS SO	
COUNTY	No. of Farms	Creps (\$000)	Live- stock (\$000)	Total (\$000)	COUNTY	No. of Farms	Craps (\$000)	Live- stock (\$000)	Total (\$000)	and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)
OUTH DAKOTA-					Decatur	1,046	637	839	1,497	Washington	3,541	2,896	3,561	6,31
(Cont ^o d)	1		1		De Kalb	1,527	1,083	1,451	2,587	Wayne	1,447	532	945	1.51
all River	415	711	2,778	3,489	Dickson	1,898	1,415	1,442	2,867	Weakley	3,402	3,390	4,586	8.0
aulk	711	2,506	4,068	6,564	Dyer	2,653	9,638	2,636	12,299	White	1,822	934	1,800	2.7
irant	1,264	2,781	4,849	7,630	Fayette	4,188	9,200	1,620	10,909	Williamson	2,669	1.893	5,324	7.2
regory	1,086	1,969	4,549	6,508	Fentress	1,464	609	647	1,298	Wilson	2,990	1.050	5.178	6.2
laakon	431	984	3,569	4,553	Franklin	2,262	2,491	3,388	5,911			-		-
tamlin	1,023	2,369	4,470	6,839	Gibson	4,880	10,048	3,856	13,932	Total Above Counties	203,149	226.074	187,531	417.4
tand	1,093	2,102	7,631	9,733	Giles	3,301	1,796	5,046	6,876					
fansan	830	2,179	3,985	6,144	Grainger	2,249	1,878	1,067	3,001					
					Greene	5,965	5,979	5,073	11,109	TEXAS				
farding	408	627	4,358	4,985						Anderson	2,510	1,553	2,571	4,1
lughes	327	1,090	2,138	3,226	Grundy	596	218	497	722	Andrews	87	188	453	6
Autchinson	1,683	5,382	9,302	14,684	Hambien	1,558	1,302	1,830	2,965	Angelina	1,939	352	2.012	2.4
- dyde	395	503	3,177	3,680	Hamilton	1,908	892	2,529	3,257	Aransas	99	132	258	3
ackson	219	319	1,318	1,637	Hancock	1,748	1,625	659	2,310	Archer	417	898	6,718	7.6
lerasild	633	1,145	3,631	4,776	Hardeman	2,710	4,502	1,419	5,999	Armstrong	351	3,040	3,106	6.1
lones	289	942	1,984	2,926	Hardin	2,008	2,148	1,014	3,230	Atascosa	1,481	1,740	5,117	6.8
Kingsbury	1,392	3,617	6,483	10,100	Hawkins	3,646	2,884	1,896	4,831	Austin	2,240	2,781	4,098	6,8
ake	1,252	2,882	7,544	10,426	Haywood	4,294	8,836	1,291	10,157	Bailey	884	11,841	1,344	13,1
Lawrence	339	243	1,683	1,933	Henderson	2,423	3,807	1,383	5,211	Bandera	618	19	2,088	2,1
					Henry	2,503	2,258	2,476	4,787					
Lincoln	1,734	3,703	15,961	19,864						Bastrop	1,667	1,116	3,294	4,4
Lyman	636	2,650	4,191	6,841	Hickman	1,407	282	1,901	2,205	Baylor	598	3,439	4,319	7,7
McCook	1,324	2,728	6,213	8,941	Houston	622	287	361	678	Bee	861	2,591	2,379	4,9
McPherson	1,104	1,777	3,834	5,611	Humphreys	1,040	321	1,054	1,399	Bell	2,881	7,217	4,135	11.3
Marshall	1,024	2,775	4,458	7,233	Jackson	1,884	1,300	1,449	2,780	Bexar	2,772	2,143	10,373	12,5
Meade	1,049	1,589	7,407	9,005	Jefferson	2,084	1,870	3,008	4,924	Blanco	574	28	3,306	3,3
Mellette	350	826	2,825	3,651	Johnson	1,807	1,733	914	2,682	Borden	191	1,599	1,327	2,9
Miner	1,007	2,401	4,746	7,147	Knox	3,599	1,447	4,202	5,688	Bosque	1,421	944	4,979	5,9
Minnehaha	2,320	4,377	19,617	23,996	Lake	760	8,555	202	8,777	Bowie	2,440	1,661	3,276	4,9
Moody	1,295	2,697	10,189	12,886	Lauderdale	3,368	8,854	1,670	10,603	Brazoria	1,689	15,553	5,132	20,7
					Lawrence	3,200	3,825	1,890	5,762					
Pennington	795	714	4,891	5,606						Brazos	1,269	2,595	4,623	7,2
Perkins	856	2,906	4,481	7,387	Lewis	529	116	650	780	Brewster	101	52	2,920	2,8
Potter	544	2,104	3,936	6,040	Lincoln	3,407	3,211	5,518	8,760	Briscoe	481	5,808	1,396	7,2
Roberts	1,911	5,090	7,208	12,298	Loudgo	1,400	786	1,714	2,542	Brooks	. 283	274	2,115	2,3
Sanborn	819	1,224	5,314	6,538	McMinn	2,016	943			Brown	1,432	1,237	4,799	6,0
Shannon	240	982	1,549	2,531	McNairy	2,599		836	5,807	Burieson	1,634	3,539	2,835	6,3
Spink		8,409	7,377		Macon					Burnet			4,292	4.7
Stanley	216	649			Madison	3,594				Caldwell	1,236	2,362	3,151	
Sully	419	2,854	4,960	7,814	Marion	894	299	733	1,045	Calhoun			971	5,1
Tedd	412	669	4,157	4,826	Marshall	1,887				Callahan	. 946	791	3,915	4,
					Maury	3,010	2,332	5,261	7,712					
Tripp	1,194	2,738								Cameron			1	
Turner	1,866	3,744			Meigs	684				Camp			1	
Union	1,386	4,233			Monroe	2,540		1		Carson				
Walworth	579	1,653			Mentgomery	2,478				Cass				1
Washabaugh	173	487	1		Moore					Castro				
Yankton	1,360	2,402			Morgan			1		Chambers				
Ziebach	344	601	3,029	3,630	Obion	2,48				Cherokee			1	
					Overton			1		Childress				
Total Above Counties	62,520	155,539	372,541	528,127	Perry	711				Clay				
					Pickett	771				Cochran	47	8,748	579	7,
TENNESSEE					Pelk	771	0 228	53	789	Cohe	41	0 40	4 2,508	
	1,555	323	756	1,089	Putnam	2,54	4 1,233	1,49	3 2,811	Coke	1,42	-		
Bedford					Rhea					Cellin	2 10			
Benton					Roane					Collingsworth	3,16			
			1 0 0		Robertson									
Bledsoe														
Bradley					Rutherford						9 09			
Campbell								-1						
					Sequatchie									
Carnoll					Sevier									
Carroll					Smith						1,57	5 1,41	9 3,17	8 4
	-,-	1	- 53	1,440		2,00	1	2.41	0,000	Cottle	46	3,21	9 1.04	8 4
Cheatham	1,23	1,49	84	2,359	Stewart	1,13	4 1,26	4 83	5 2.114			22	34	
Chester											14	-	8 4,85	
Claiborne														
Clay			1									1,11		
Cocke														
Coffee											2,6			100
Crockett									-		1,1			
	1.54								87 41			74 13,9		
Cumberland														

STATE			DUCTS S		STATE			E OF FA		STATE			E OF FA	
COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Tota (\$000
EXAS—(Cont'd)					Kenedy	16	2	1,711	1,713	Sabine	943	172	2,671	2,1
lenton	2,221	5,341	7,533	12,874	Kent	291	1,116	883	1,999	San Augustine	1,002	449	960	1.
e Witt	2,213	1,812	6,994	8,808	Kerr	672	193	3,780	3,981	San Jacinto	1,106	407	668	1,
ickens	646	4,233	1,699	5,932	Kimble	434	100	3,352	3.457	San Patricio	888	22,826	1,505	24,
immit	291	2,094	2,331	4,425	King	79	524	1,011	1,535	SaniSaba	927	400	6,217	8,
onley uval	619	3,714	2,400	6.114	Kinney	98	63	3,000	3,063	Scheicher	242	599	3,625	4,
astland	652 1,681	1,060	2,450 3,792	3,510	Kleberg	281	2,136	3,672	5,808	Scurry	945	3,394	1,764	5,
ctor	77	161	443	5,035 604	Knox	837	5,960	1,388	7,326	Shackelford	324	530	2,391	2,
hwards	270	6	4.197	4,204	Lamar	2,529 1,787	4,442 38,972	3,091	7,548	Shelby	2,799	772	9,928	10,
lis	2,885	9,652	4,428					2,000		Sherman	280	2,077	4,107	6,
Paso	690	14,140	9,580	92 700	Lampasas		209	3,944	4,158	Smith	3,498	4,220	3,703	7.
rath	2,021	1,029	7,988		La Salie	282	498	2,813	3,311	Somervell	352	75	537	-
ails	2,707	6,981	4,568		Leo	3,294 1,554	3,776	4,806	8,590	Starr	1,023	2,438	570	3
anala	2,953	6,266	3,406		Leon	1,739	1,298	2,853		Stephens	497	342	2,674	3,
ayette	3,773	2,629	7,902		Liberty		6,214	1,402	4,209 7,641	Steriing	88 453	105	2,128	2,
sher	1,191	4,147	1,931	6,078	Limestone	2,128	4,821	3,454	8,279	Sutten	150	1,790	1,356	3,
oyd	1,184	29,068	2,240		Lipscomb		1,265	4,604	5,869	Swisher	987	21,302	3,469	24
sard	438	2,242	1,791	4,033	Live Oak	787	1,913	2,968	4,882	Tarrant	3,043	2,419	11,977	14
ort Bend	2,407	14,551	3,824		Llano	481	37	3,651	3,689		,,,,,	.,		
rankiin	810	232	1,379	1,620						Taylor	1,282	1,985	3,636	5
					Loving		6	136	142	Terrell	107		2,520	
reetlans	1,711	1,378			Lubbock	2,081		2,561	53,590	Terry	968	18,106	695	
rio	541	1,792		1	Lynn	1,152		943		Throckmorton	436	1,285	1,998	3
ainesaiveston	508			1	McCulloch		252	5,224		Titus	1,462	313	1,448	
arza	715				McLennan	3,634				Tom Green	1,033		6,592	
[llespis					McMullen			1,679		Travis	2,092		6,150	
lasscock	139				Madison			2,108		Trinity	852	520	802	
eliad					Martin			389	-	Tyler	1,198		2,074	
onzales	2,147				Mason			5,245	1	Upshur	1,893	301	2,106	2
iray					***************************************	070	101	0,240	0,421	Uptan	38		1,001	1
	1			1	Matagorda	1,220	11.039	2,571	13,610	Uvalde	641	1,597	8,399	
irayaon	2,815	5,398	4,554	9,954	Maverick	271		1		Val Verde	220		6,539	
iregg		114	895	1,018	Medina					Van Zandt	2,934		3,078	
irlmes	1,566			1	Menard	325	60	3,317	3,377	Victoria	1,232		4,650	
iuadalupe	2,097			1	Midland	. 287		2,458	4,910	Walker	1,195	669	1,694	1
tale					Milam	2,659				Waller	1,005	3,596	2,438	
fall	747			1	Mills					Ward	88	499	661	
familten	1,498				Mitchell					Washington	2,848		5,088	
tardeman	852				Montague	1,520				Webb	277	1,908	5,995	1
lardin	1,144				Montgomery	1,416	299	2,182	2,654	Wheeter				
	1	1	1	1,000	Moore	. 247	3,190	2,052	5,242	Wharten	2,486 853		3,387	
farris	3,889	11,932	12,19	24,151	Morris					Wichita	785		2,033 2,805	1
farrison		1,052	2,50		Motley					Wilbarger	997		3,209	
fartley		2,038	3,35	5,393	Nacogdoches	2,330				Willacy	865		878	
taskell		8,765	1,49	10,255	Navarro					Williamson	3,338		6,422	
lays	. 872				Newton	1,020	184			Wilson	1,617			
lemphill,,,	310				Nolan			2,22	4,739	Winkler	36		277	
fenderson				1	Nueces	1,15		1		Wise	1,873	974	6,809	
lidaigo					Ochiltree	480				Wood	1,834		2,264	1
iiil	2,653				Oldham	14	1,472	1,76	3,236	Yoakum	312		656	
	1,26	25,724	97	26,698	Orange	. 57	974	400		Young	960		2,320	
feed	. 863	564	2,32	2,892	Orange	94				Zapata	250			.1
lopkins	2,507				Panola			-,		Zavala	246	4,102	4,997	
fouston	2,43		1	-	Parker	2,00				Tetal Above Counties	292 947	1174,433	826 784	200
loward	. 643				Parmer	90				Tous rabote countries	200,041	1114,400	020,704	200
ludspeth	. 170	6,147	1,79	7,944	Pecos			1		UTAH				
funt	2,73				Polk	1,30				Beaver	343	1,351	1,606	1
tutchinsun				.1	Potter	. 39				Box Elder	1,660			
rlan					Presidio					Cache			8,613	
ack				-	Rains	. 64	7 500	82	1,133	Carbon	318			
ackson	1,074	6,623	2,80	9,423	Pandall	-	0 0		40.00	Daggett	49			. 8
asper	1,610	8 80	2,70	4 2,840	Randall	. 68				Davis				
eff Davis	101				Real					Duchesne	718			
efferson	1,03		1		Red River					Garfield				
im Hogg	. 125				Reeves			1		Grand	56		1,252	
Im Wells	. 720				Refugio						"	37	391	
ishnson	. 2,444				Roberts	. 11:				Iron	465	1,133	3,206	
ones	1,471	6,190	3,03	9,220	Robertson	. 1,62				Juab			2,273	
Carnes	1,587				Rockwall	. 42	1,853			Kane			703	
Caufman	2,100				Runnels					Millard	1,094	5,320	5,187	1
	. 713	69	2,61	2,694	Rusk	3,18	1.016	4.11	5.216		237	223	1,589	

[€] SM, 1958.

STATE			E OF FA		STATE			E OF FA		STATE			E OF FAI	
COUNTY	No. of Farms	Crops (\$000)	Live- steck (\$000)	Total (\$000)	and COUNTY	No. of Farms	Crops (\$900)	Live- stock (\$000)	Total (\$000)	COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)
TAH—(Cent'd)					Fluvanna	778	180	797	1,070	WASHINGTON				
					Franklin	2,941	4,042	3,187	7,484	Adams	639	21,799	1,492	23,30
iute	202	378	909	1,287	Frederick	1,298	7,733	3,323	11,098	Asotin	465	2,602	1,127	3,77
lich	275	181	2,925	3,107	Glies	916	309	758	1,078	Benton	1,483	15,143	4,182	19,32
aft Lake	2,072	3,888	8,281	12,170	Gioucoster	596	626	525	1,243	Chelan	1,875	32,840	966	33,91
an Juan	272	1,314	1,794	3,109	Goochiand	741	347	1,410	1,833	Clailam	1,068	251	3,493	3,97
anpete	1,363	1,046	10,966	12,015	Grayson	2,626	418	2,529	3,003	Clark	4,100	2,705	8,620	11,68
				1	Greens	862	128	1,469	1,639	Columbia	356	10,635	891	11,56
Sevier	923	2,193	7,794	9,987	Greensville	1,161	2,970	661	3,743	Cowlitz	1,362	541	2,711	3,66
Summit	443	146	3,175	3,321						Douglas	990	19,426	1,230	20,65
Tooele	309	212	1,062	1,274	Hallfax	4,781	13,396	1,091	14,747	Forry	403	362	1,067	1,58
Ulntah	867	721	3,689	4,432	Hanover	1,541	1,465	3,296	4,932					
Utah	3,179	6,494	10,682	17,178	Henrico	. 696	943	2,843	3,846	Franklin	413	9,649	1,046	10,69
Wasatch	340	126	2,582	2,708	Henry	1,374	1,211	516	1,789	Garfield	300	9,728	930	10,67
Washington	637	1,018	3,374	4,396	Highland	570	37	1,574	1,732	Grant	1,090	22,006	6,280	28,28
Wayne	290	117	1,445	1,578	Isle of Wight	1,003	5,894	2,307	8,267	Grays Harbor	1,324	579	3,432	4,54
Weber	1,477	2,804	5,261	8,065	James City	227	546	701	1,292	Island	657	574	2,881	3,56
					King and Queen	764	726	468	1,248	Jefferson		27	1,006	1,16
Total Above Counties	22,826	48,478	111,388	159,971	King George	470		500		King		6,743	17,067	24,03
					King William	526		1,358	1	Kitsap		507	1,955	2,5
						1		1.00	-1.00	Kittitas		4,885	8,036	12,9
VERMONT	1				Lancaster	446	497	471	993	Klickitat		5,818		9,7
Addison	1,368	1.074	12,687	13,899	Les			1,233			1	-,		-,-
Bennington					Loudoun.					Lewis	2,793	1,698	8,397	10,5
Caledonia					Louisa					Lincoln				35,4
Chittenden		363			Lunenburg			758		Mason				
Essex					Madican					Okanogan			1	17,2
Franklin					Mathews					Pacific				
									1	Pend Oreilie				
Grand Isla					Mecklenburg									- 6
Lamoille					Middlesex					Pierce				
Orange					Montgomery	1,44	7 244	2,610	2,873	San Juan			4	8
Orleans	1,52	7 329	11,23	1 12,213	1					Skagit				
					Nansemond					Skamania	. 240	547	294	9
Rutland		-			Nelson									1
Washington										Snohomish				15,6
Windham		9 64	5,11	6 6,219			4,10			Spokane	3,594	18,940	9,407	28,5
Windsor	1,60	9 28	5 9,00	9,718			1 8,42	38	2 8,838	Stevens	1,910	2,247	5,421	8,2
		-	-	-	Northumberland	. 75	1 1,32	54	2 1,934			8 783	4,455	5,5
Total Above Countie	15,98	1 5,36	1 106,41	8 116,411	Nottoway	1,08	9 1,68	1,74	9 3,517	Wahklakum	. 370	8 102	1,852	2,0
					Orange	. 84	8 26	2,63	8 3,064			1 25,69	1 3,438	29,1
			1		Page	. 1,18	5 47	3,94	9 4,446	Whatcom	4,03	6 4,133	3 19,123	23,4
VIRGINIA		1			Patrick	. 2,25	5 2,87	93	5 4,018			1 56,20	6,452	62,6
Accomac	1,08	9 10,10	5 4,14	9 14,271		1				Yakima	6,77	5 99,17	4 27,208	126,3
Albemarle	1,81	8 2,24	8 4,22	6,727	Pittsylvania	. 8,71	5 19,13	1,35	3 20,754		-	-	-	-
Alleghany		7 4						1.50	9 1,779	Total Above Countie	65,17	8 436,47	5 202,197	644,8
Amelia		3 1,47	2 1,96	3,573			9 1,97	1,45				1	1	1
Amherst												1		
Appomattox										1-10-1	1,56	1 17	0 1,370	1.
Arlington			1	11 96										
Augusta														
Bath			2 84											
Bedford														1
	0,00	1,00	7,0	0,414	Roanoke									
Bland	. 72	8 6	7 1,20	1,341		1,21	1,10	1,00	0,104	Calhoun				
Botetourt			-			1,49	5 66	7 3,25	4,057					
Brunswick					Poskingham	1,49		-			84			
Bushanas	2,60					3,57					94		64	
Buchanan	2,25										1,67	10	57	3
Buckingham	1,21					3,53								
Campbell	2,08										1,10		82	
Caroline	1,16												5 5,35	
Carroll														
Charlotte	1,90										1,13			
Charles City	30	6	16 3	62 1,036					48 81		2	48 40		
-					Surry	67	78 2,33	1,5	42 3,96			06 24	19 7,79	4 8
Chesterfield			55 1,5		7					Harrison	1,7	12 19	95 1,99	9 2
Clarke		77 3,6									1,7	51 33	37 2,05	
Craig				95 571		1,5	31 31	9 2,6	04 2,95	Jefferson	0	15 4,73	32 3,14	
Culpeper	1,1	28 34	4,9	76 5,455		4	76 70	1,7	69 2,53		1,7		63 91	
Cumberland	9	77 1,0	18 1,7	29 2,853	3 Washington	4,3	17 4,21	2 4,7		5				1
Dickenson				96 303			12 1,33		21 2,33		1,3	45 10	03 1,80	1 9
Dinwiddle									02 68	6 Lincoln	1,7		35 21	
Easex		13 8		09 1,667										56
Fairfax							39 14		86 43	2 McDowell				55
Fauquier							73 2,33			Marion			08 87	
	.,0			0,000	marpulating triales.		2,00	.,4	0,00	- Marshail				
	1								44 450,23	6 Mason	1,3	11 2	72 1.81	98 2

Value of Farm Products Sold, by States and Counties

Estimates, 1957, for gross cash income from crops, livestock and livestock products sold

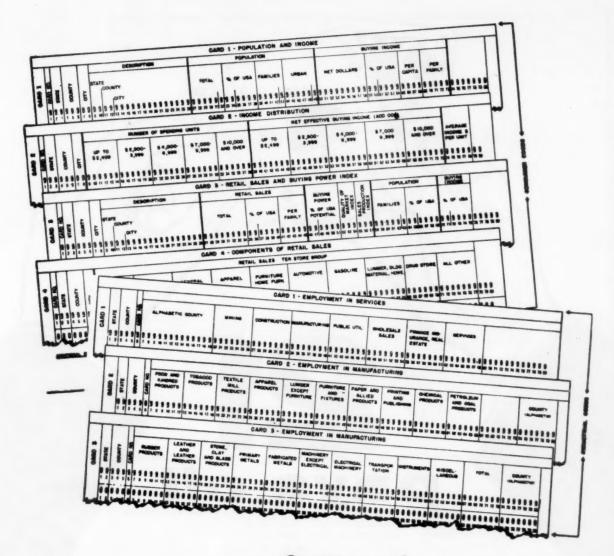
STATE			E OF FAI		STATE			E OF FA		STATE			UCTS SO	
COUNTY	No. of Farms	Craps (\$000)	Live- stack (\$000)	Tetal (\$000)	and COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)	COUNTY	No. of Farms	Crops (\$000)	Live- stock (\$000)	Total (\$000)
WEST VIRGINIA-					Dane	5,094	8,225	45,623	53,908	Taylor	2,586	208	10,192	10,614
(Cont'd)					Dodge	3,954	4,908	33,099	38,023					
Mercer	2,235	137	892	1,097	Door	2,024	5,307	6,386	11,731	Trempealeau	2,698	1,419	15,504	16,981
Minerai	630	335	1,173	1,549	Douglas	1,152	282	2,957	3,317	Vernon	3,485	4,002	16,883	20,951
Mingo	881	12	43	56	Dunn	2,870	1,479	17,532	19,114	Vilas	168	455	243	706
					Eau Claire	1,857	1,364	8,287	9,674	Walworth	2,113	5,383	24,279	29,667
Monongalia	1,593	109	1,280	1,411	Florence	316	62	782	900	Washburn	999	985	3,291	4,386
Monroe	1,772	229	2,665	3,033	Fond du Lac	3,479	4,906	26,690	31,617	Washington	2,245	2,031	12,427	14,484
Morgan	459	881	355	1,242						Waukesha	2,669	3,258	16,878	20,144
Nicholas	1,616	168	614	795	Forest	467	83	1,083	1,239	Waupaca	2,931	1,620	14,908	16,673
Ohio	479	630	1,032	1,887	Grant	3,533	1,493	31,656	33,247	Waushara	1,762	1,804	6,733	8,588
Pendleton	1,322	166	8,647	6,944	Green		1,186	24,559	25,772	Winnebage	2,152	2,107	13,641	15,850
Pleasants	392	108	244	356	Green Lake	1,247	1,880	0,040	10,942					
Pocahontas	1,061	73	1,725	1,877	lowa	2,268	711	20,160	20,898	Wood	2,536	1.811	10,024	11,924
Preston	2,060	258	2,287	2,597	Iren	276	94	557	867					
Putnam	1,537	731	689	1,430	Jackson	1,787	1,388		10,838	Total Above Counties	153,558	139,943	904,956	1050,798
					Jefferson	2,782			23,284		- 1			
Raleigh	2,038	179	699	901	Juneau			6,917	8,004					
Randolph	1,383	271	1,349	1,684	Kenosha	1,385	2,866	8,859	11,728		- 1			
Ritchie	1,228	52	1,125	1,231										
Roane	1,904	141	1,438	1,597	Kewaunee		1		10,775	WYOMING				
Summers	1,427	145		841	La Crosse	1,454		9,824		Albany	310	70	4,966	5,043
Taylor	764			808	Lafayette			1		Big Horn	849	5,514	4,506	10,020
Tucker	542			641	Langlade					Campbell	509	788	6,001	6,795
Tyler	763			852	Lincoln	1,512		1	6,138	Carbon	331	425	8,510	8,938
Upahur	1,648			1,348	Manitowec					Converse	349	260	5,098	5,361
Wayne	2,292	310	867	1,208	Marathon					Creek	540	925	4,157	5,365
					Marinette					Fremont	1,271	3,410	6,909	10,329
Webster			1	329	Marquette					Goshen	1,155	8,169	6,936	15,105
Wetzel			1		Milwaukee	1,065	5,324	1,812	7,136	Hot Springs	200	199	2,423	2,622
Wirt				698						Johnson	320	340	5,016	5,357
Wood					Monroe									
Wyoming	1,090	36	98	134	Ocento					Laramie	867	3,322	6,390	9,712
-	-	-			Oneida			1		Lincoln	631	787	5,556	8,344
Total Above Counties	68,583	23,526	78,112	103,395	Outagamie					Natrona	274	447	5,322	5,77
					Ozaukee			1		Niobrara	381	254	4,219	4,47
		1			Pepin					Park	891	5,414	5,342	
	1		1		Plerco			-		Platte	877	1,138	4,833	5,98
WISCONSIN		1			Peik									
Adams					Portage		-			Sheridan	762		6,648	
Ashland					Price	1,61	9 23	4,00	4,499	Sublette	204		3,272	
Barron	3,54	1,193	21,224							Sweetwater	139			
Bayfield					Racine						98	248	936	1.18
Brown					Richland									
Buffalo	1,68	2 590	12,360	13,008	Rock						302			
Burnett	1,17	9 28	3,486	3,890	Ruek			-			290			
Calumet	1,77	2 1,70	11,282	13,000	St. Croix						252	261	2,972	3,23
Chippewa		7 1,10	17,085	18,410							-	-	-	-
Clark	4,27	4 62	22,810	23,565	Sawyer	. 73					11,402	36,083	109,646	146,08
Columbia		5 8.03	4 19,703	25,754							-	-		
Crawford	1.67	4 1,44	3 9,174	10,675	Sheboygan	2,90	0 1,92	3 17,14	19,119	Grand Totals, U.S.A.	4782,410	14677700	16194346	3102960

[⊕] SM, 1958.

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Market Statistics, Inc. will prepare these IBM analyses for you quickly. Or if you have your own IBM installation, you can prepare them automatically in your own office, as do over 200 leading companies today.

In addition to the factors shown above, many other specialized indexes are available on county cards; Index of Urban Demand (for styled merchandise), Index of Office Equipment Demand, Index of Resort Activity, Growth Factors (to isolate areas of rapid or slow growth) TV homes as of January 1, 1958, plus all major Census marketing benchmarks (age, distributions, etc.)

It is only necessary to determine what factors (or combinations thereof) would reflect demand for your product. If you have any questions on this, you may without obligation consult with our staff for correlation studies of your own sales to isolate your key marketing factors.

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will always be WBTV. Represented nationally
by CBS Television Spot Sales.

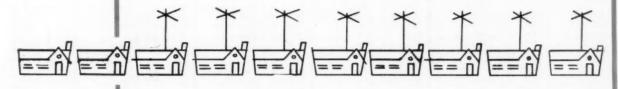
*Television Magazine, January 1958



JEFFERSON STANDARD BROADCASTING COMPANY

SALES MANAGEMENT 1958 Survey of TV Homes and TV % of Coverage

By States and Counties, and Metropolitan Areas



Number of TV Homes TV % of Coverage 41,975,200 83.3

The number of homes in the United States with one or more television sets as of January 1, 1958; was 42.0 million, representing 83% of all households. Actually about 56 million sets have been manufactured in the United States since 1946, with the difference attributable to scrappage, multiple ownership and institutional sets (bars, hotels, hospitals, etc.) Thus we see how rapidly television has developed as an entertainment and advertising medium. In a little more than a decade television has achieved the same degree of saturation that radio reached in 1940, after nearly two decades of development. This high degree of saturation means of course that further extensions of the basic TV market will be small. This does not mean, however, that output of new sets will necessarily fall off. The annual output of radios in the past decade, for example, has averaged about 13 million sets per year even though the 100% saturation level has long since been passed.

Basically our estimates represent a 21 month projection of the countyby-county estimates developed by the Advertising Research Foundation as of March 1956. These estimates, it will be recalled, rested on set ownership data from the latest A. C. Nielsen Coverage Service, adjusted by a special Census Bureau TV supplement to its regular Current Population Surveys.

The updating procedure worked out by the SALES MANAGEMENT research staff and first discussed briefly in the 1956 Survey of Buying Power is described here in greater detail. We first calculated for each county the ratio of gain of TV set sales for the full year 1957 as a percentage of the cumulated 1946 through 1956 total, as determined from RETMA set shipments data. This percentage gain was then applied to the SM estimate of the number of TV homes as of Jan. 1957. This yielded of course an overestimate of current TV homes since no account was taken of scrappage, multiple and institutional ownership. Thus total RETMA set shipments in 1957 came to about six million, but the national gain in TV homes in this period was only of the order of three million. So final downward adjustments were applied on a regional basis to ensure that total TV homes would conform to the special Census Bureau samplings.

This technique has the virtue of allocating the largest gains in TV coverage to those counties whose TV set shipments in 1957 represented higher-than-average ratios of gain when compared with shipments in the 1946-1956 period.

One can assume of course that the number of TV homes in an area is a conservative measure of the impact and extent of coverage of the television medium in that area, since in addition to TV homes (many with more than one set) there are the so-called institutional sets, found in bars, hotels, restaurants, etc. Any area credited with TV coverage of over 90% can be considered close to maximum saturation.

In these tables we show TV homes as of January 1, 1958, and the ratio to total families for all states, counties, metropolitan areas. All such data are available from Market Statistics Inc., on IBM cards, subject to up-dating at periodic intervals

TV Homes and % of Homes Covered by TV

STATE	Est., 1	4	STATE	Est., 1		STATE	Est., 1		STATE	Est., 1	D	STATE and	Est., 1	
COUNTY	No. of Homes (thous.)	% of Ati Homes	COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	All
ALABAMA			Wilcox	2.0	41.7	Little River	1.4	58.3	Mono	.5	62.5	Huerfano	1.1	37.9
Autauga	2.0	48.8	Winston	1.9	52.8	Logan	2.1	55.3	Monterey	43.2	78.7	Jackson	.3	42.9
laldwin,	9.4	79.0				Lonoke	3.9	63.9	Napa	8.5	46.2	Jefferson	23.1	80.5
Barbour	3.4	52.3	State Total	562.3	67.9	Madison	.9	42.9	Nevada	3.2	51.6			
3ibb	2.0	52.6				Marion	.6	48.2	Orange	148.5	86.2	Kiowa	.2	22.2
Blount	4.5	68.2			-	Miller	8.5	80.2				Kit Carson	.7	25.0
Bullock	2.0	57.1				Mississippi	11.5	64.2	Placer	10.6	70.2	Lake	1.1	55.0
Butler	3.3	51.6	ARIZONA			Monroe	2.8	59.6	Plumas	2.4	86.7	La Plata	1.8	37.5
Calhoun	16.6	68.9	Apache	.9	15.0	Montgomery	.7	58.3	Riverside	65.3	74.7	Larimer	11.0	71.0
Chambers	5.0	51.5	Cochise	6.0	43.8	Nevada	1.3	46.4	Sacramente	118.5	88.4	Las Animas	3.5	43.8
Cherokee	2.4	64.9	Coconino	3.1	36.9				San Benito	2.8	66.7	Lincoln	1.0	52.6
			Gila	5.4	66.7	Newton	.6	42.9	San Bernardino	119.7	84.2	Logan	3.6	61.0
Chilton	3.8	59.4	Graham	1.5	45.5	Ouachita	4.8	45.7	San Diege	262.1	87.9	Mesa	8.8	57.8
Chectaw		43.9	Greeniee	2.6	68.4	Perry	.5	55.6	San Francisco	257.5	90.4	Mineral		****
Clarke	3.4	55.7	Maricopa	137.9	86.7	Phillips	6.8	53.1	San Joaquin	57.9	81.4	******	-	20.0
Clay	1.7	56.7	Mehave	1.4	80.9	Pike	.9	50.0	San Luis Obispo	18.5	88.1	Moffat	.7	36.8
Cleburne		55.6	Navaje	3.1	39.2	Poinsett	4.3	61.4	Day 34000	100.0	89.0	Montezuma	1.7	58.7
Coffee	3.9	53.4	Pima	54.4	79.2	Polk	1.6	51.6	San Mateo	102.9	83.2	Montrose	2.3	47.5
Colbert		42.7	Dinet	11.0	70.4	Pope	2.4	46.2	Santa Barbara	28.5	77.0	Morgan	3.9	66.1
Conecuh		39.5	Pinal	11.0	70.1	Prairie	1.8	66.7	Santa Clara	135.2	83.6	Otero	4.6	56.1
Coosa		72.0	Santa Cruz	1.4	48.3	Pulaski	60.5	79.0	Santa Cruz	22.3	78.5	Ouray	.1	16.
Covington	4.7	51.1	Yavapai	2.7	38.0				Shasta	9.2	50.3	Park	.2	40.0
			Yuma	8.1	61.4	Randolph	1.3	44.8	Sierra	.4	66.7	Phillips	.9	69.2
Crenshaw		58.1				St. Francis	5.2	57.8	Siskiyou	4.8	52.2	Pitkin	.1	20.
Cullman		86.2	State Tetal	239.5	74.8	Saline	4.3	61.4	Solano	31.2	77.4	Prowers	1.7	34.
Dale		53.8				Scott	.8	57.1	Sonoma	34.1	73.3			
Dallas		53.8				Searcy	1.0	43.5	Stanislaus	31.9	89.2	Pueble	20.1	64.
De Kaib		50.9				Sebastian	19.1	89.3				Rio Bianco	.6	35.
Elmore	4.2	56.8	ARKANSAS			Sevier	1.4	86.7	Sutter	5.7	80.0	Rio Grando	1.1	34.
Escambia		86.2	Arkansas	4.4	64.7	Sharp	.5	31.3	Tehama	4.1	58.6	Routt	.7	25.
Etowah		64.9	Ashley	3.0	57.7	Stone	.4	30.8	Trinity	1.9	70.4	Saguache	.6	46.
Fayette		48.8	Baxter	1.0	47.6	Union	9.3	80.8	Tulare	35.2	80.4	San Juan	.1	25.
Franklin	. 3.6	60.0	Benton		38.6				Tuelumne	2.8	53.8	San Miguel	.2	28.
			Boone		55.0	Van Buren	1.0	58.8	Ventura	41.7	86.3	Sedgwick	.6	37.
Geneva	. 2.6	44.1	Bradley	1.9	55.9	Washington	7.8	52.3	Yolo	9.2	54.4	Summit	.1	25.
Greene		44.1	Galhoun	.7	50.0	White	5.0	52.1	Yuba	5.2	60.5	Tetier	.5	71.
Halo	1.8	39.1	Carroll	1.5	46.9	Woodruff	2.3	62.2		-	-			
Henry	1.8	48.6	Chicot	2.8	51.9	Yell	1.2	41.4	State Total.	3982.9	84.3	Washington	1.5	62.
Houston		67.6	Clark	2.7	50.9		-			1		Weld	16.5	76.
Jackson	5.1	59.3				State Total	303.5	61.2	1	1	-	Yuma	1.4	41.
Jefferson			Clay				1	1		1				
Lamar			Cleburne	.7		-	-	-		1		State Total	356.6	70.
Lauderdale	6.7	42.4	Cleveland	. 6					COLORADO	1				
Lawrence	3,2	53.3	Columbia	. 3.9	57.4				Adams		84.1		-	-
			Conway	2.2		CALIFORNIA			Alamosa		30.0			
Lee			Craighead			Alameda	254.5	85.2	Araphoe		77.6	CONNECTICUT		1
Limestone		59.5	Crawford			Alpine			Archulota		50.0	Fairfield	160.8	91
Lowndes		\$	Crittenden			Amader		65.5	Baca	.6	23.1	Hartford	175.8	94
Macon	3.5		Cross			Butte		88.3	Bent		30.4	Litchfield	30.7	89
Madison		58.7	Dailas	1.8	62.1	Calaveras	2.0	62.5	Boulder		78.7	Middlesex	21.1	94
Marengo		48.5				Golusa		57.6	Chaffee		54.5	New Haven	168.7	
Marien	3.1		Desha					79.1	Cheyenne			New Lendon	41.9	
Marshall		63.6	Drew	2.2				48.2	Clear Creek	.6	54.5	Tolland	13.6	
Mobile	58.	78.7	Faulkner	3.5	59.3	Elderade	4.0	61.5				Windham	18.5	87
Monree		42.6	Franklin	. 1.3	54.2	Freeno	. 18.5	79.5	Conejos		28.0			-
			Fulton		43.8		1	1	Costilla	3	25.0	State Total	631.1	91
Montgomery	38.3	83.6	Garland	10.1	65.2	Glenn	2.8	59.6	Crowley	3	25.0		1	1
Morgan			Grant	1.1	50.0	Humboldt	23.9	75.2			50.0		-	-
Perry			Greene					60.0	Deita	2.9			1	
Pickens	2.							46.7	Denver	146.5	86.2	DELAWARE	1	
Pike								80.7				Kent	16.2	96
Randolph						Kings		87.1				New Castle	74.3	94
Russell			Howard	1.1	62.5			56.4				Sussex	22.7	95
Saint Clair													-	-
Shelby					1					1		State Total	113.2	2 9
			Jackson							27.0	87.8		-	-
	-	40.1	Jefferson				1		Frement					
Sumter		0 69.8					32.4	83.3			1			
Sumter	19													1
Sumter				1 1	6 57 1	Marigosa		61.5	Glipin		50.0	COLUMBIA		
Talladega	5.	2 59.1	Lafayette										a. 234.1	1 9
Sumter	5.	2 59.1 2 69.4	Lafayette	2.	4 58.5	Mendocine	7.1	40.7	Grand		33.3	Dist. of Columbi	a. 234.1	1 9

Estimates, 1/1/58, for States and Counties

STATE	Est., 1		STATE	T.	OMES 1/1/58	STATE	U	OMES 1/1/58	STATE	Est., 1		STATE	0	OMES 1/1/58
COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)		COUNTY	No. of Homes (thous,)	% of All Homes	COUNTY	No. of Homes (thous.)	
FLORIDA			Okeachobse	.8	86,7	Carroll	7.3	85.9	Hall	11.2	93.3	Polk	7.0	85.4
Alachua	10.4	59.1	Orange	51.3	77.8	Catoosa	3.8	84.4	Hancock	1.0	47.6	Pulaski	1.3	65.0
Baker	1.1	78.8	Osceola	3.3	87.3	Charlton	.9	81.8				Putnam	.9	56.3
Bay	10.8	87.1	Palm Beach	51.6	90.5	Chatham	42.2	82.4	Haralson	3.2	86.5	Quitman	.4	57.1
Bradford	2.4	85.7				Chattahoochee	1.1	61.1	Harris	1.6	59.3	Rabun	1.1	64.7
Brevard	18.7	78.0	Pasco	4.4	54.3	Chattooga	4.1	75.9	Hart	2.2	68.8	Randolph	1.6	57.1
Broward	70.0	95.4	Pinellas	82.4	87.4	Cherokee	4.1	78.8	Heard	.9	60.0			
Calhoun	1.2	66.7	Polk	34.2	71.1	Clarke	7.4	66.1	Henry	3.5	92.1	Richmond	34.3	77.1
Charlotte	1.4	73.7	Putnam	6.1	67.0	Clay	.6	46.2	Houston	5.2	69.3	Rockdale	1.9	86.4
Citrus	.8	50.0	St. Johns	6.8	73.1				Irwin	1.3	56.5	Schley	.5	62 5
Clay	3.7	80.4	St. Lucie	4.9	58.3	Clayton	7.3	90.1	Jackson	2.7	62.8	Screven	2.1	51.2
			Santa Rosa	3.7	63.8	Clinch	.6	40.0	Jasper	1.1	68.8	Seminole	1.1	57.9
Cellier	3.1	75.6	Sarasota	12.5	71.0	Cobb	24.5	94.2	Jeff Davis	1.2	50.0	Spaulding	8.2	93.2
Columbia	2.9	55.8	Seminole	5.9	55.1	Coffee	2.9	47.5				Stephens	3.2	65.3
Dade	243.5	98.9	Sumter	1.6	55.2	Colquitt	4.7	50.5	Jefferson	2.8	61.9	Stewart	1.4	86.7
De Soto		54.2				Columbia	1.6	72.7	Jenkins	1.1	47.8	Sumter	3.7	59.7
Dixie		66.7	Suwannee	2.1	55.3	Cook	1.2	41.4	Johnson	1.1	50.0	Talbot	.9	50.0
Duval	100.6	85.3	Taylor	1.7	47.2	Coweta	5.4	69.2	Jones	.7	43.8			
Escambia	33.6	78.1	Union	.7	77.8	Crawford	.7	58.3	Lamar	2.0	83.3	Taliaferro	.7	77.8
Flagler		69.2	Volusia	18.9	56.6	Crisp	3.4	70.8	Lanier	.7	53.8	Tattnali	2.0	58.8
Franklin		40.0	Wakulia	.4	33.3		1		Laurens	4.9	63.6	Taylor	1.3	61.9
Gadsden	4.3	51.2	Waiton	2.0	54.1	Dade	1.5	88.2	Lee	.7	50.0	Telfair	1.3	50.0
	1		Washington	1.3	48.1	Dawson	.5	71.4	Liberty	1.4	63.6	Terrell	1.8	62.1
Gilchrist	.4	66.7				Decatur		48.1	Lincoln	.9	69.2	Thomas	5.4	58.7
Glades		57.1	State Total	999.8	82.1	De Kalb		88.0		1		Tift	3.2	48.5
Gulf		63.0	June 100m.,	1		Dodge	2.0	52.6	Long	.5	55.6	Toombs	2.3	54.8
Hamilton		54.5				Dooly	2.0	64.5	Lowndes	6.0	45.8	Towns	.7	70.0
Hardeo	1.7	50.0				Dougherty	12.0	74.5	Lumpkin	.9	60.0	Treutlen	.5	35.7
Hendry		55.6	GEORGIA			Douglas	2.7	87.1	McDuffie	2.4	80.0	***************************************	1	
Hernando	1.2	48.0	Appling	1.4	46.7	Early	1.6	40.0	McIntosh	.8	50.0	Troup	10.2	71.3
Highlands		69.4	Atkinson		47.1	Echols	.3	60.0	Maron		8/.7	Turner	1.3	52.0
Hillsborough	101.5	98.4	Bacon		81.8	ELIGIBLE	1 .0	00.0	Madison		57.7	Twigg		35.3
Holmes	1.2	42.9	Baker	.4	36.4	Effingham	1.1	50.0	Marion		64.3	Union		58.8
F10111100	1.0	42.0	Baldwin		51.8	Elbert	3.0	69.8	Meriwether	3.2	62.7	Upson	4.0	57.1
Indian River	3.1	60.8	Banks		57.1	Emanuel	1.6	38.1	Miller	.9	45.0	Walker		72.0
Jackson		39.5	Barrow			Evans		84.3	Ivillier		40.0	Walton	3.2	65.3
Jefferson		41.7	Bartow		87.1	Fannin		54.3	Mitchell	2.1	40.4	Ware	6.4	71.1
Lafayette		71.4	Ben Hill	1.7	44.7	Fayette		89.5	Monroe	1.9	76.0	Warren		65.0
Lake		67.4	Berrien	1.5	50.0	Floyd		72.7	Montgomery		37.5	Washington	2.0	43.5
Lee		69.0	Metriell,	1.0	30.0	Forsyth.		81.5	Morgan		60.0	wasnington	2.0	73.0
Leon		42.9	Bibb	27.5	69.4	Franklin	2.1	67.7	Murray		76.0	Wayne	2.1	60.0
		46.2	Bleckley	1.3	61.9	Fulton	148.1	93.8			96.6	Welister		50.0
Levy		66.7	Brantiey		50.0	· untuit, , , , , , , , , , , ,	1 140.1	#3.0	Muscogee		86.0	Wheeler	.4	
Liberty						Cilmon	1.7	77.3			56.3			
Madison	2.1	61.8	Brooks			Gilmer		50.0	Oconee		47.6	White	9.7	
Manutos	10-	04.7	Bryan		64.3	Glascock	.3		Oglethorpe			Whitfield		
Manatee		84.7	Bulloch			Glynn		71.2	Paulding	2.4	88.9	Wilcox	1.2	
Marion		51.4	Burke			Gordon		76.6	David		00.0	Wilkes	2.0	
Martin		60.5	Butts	1.8		Grady		52.2	Peach		63.3	Wilkinson		
Monroe		73.1	Calhoun	.8		Greene		51.7	Pickens		81.0	Worth	2.1	50.0
		74.4	Camden	1.6	66.7	Gwinnett	6.1	71.8	Pierce	1 1.1	45.8			-

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Before using these figures read foreword, page 13.

JAXIE HITS THEM WHERE THEY LIVE . . IN THEIR HOMES!

Down in the Jacksonville area, a million and a half bought a billion and a half last year in 64 prosperous Florida-Georgia counties. This is the rich market area that tunes its television sets every day . . . every night to WFGA-TV, Jacksonville's basic NBC station.

BASIC NBC-TV FOR A SERVICE AREA THAT'S

GROWING, GROWING, GROWING!

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12-VHF

STATE	Est., 1	H)	STATE	5	OMES /1/58	STATE	TV HO		STATE	TV HO	40	STATE	TV H	M
COUNTY	No. of Homes (thous.)	% of	COUNTY	No. of Homes (thous.)	% of	COUNTY	No. of Homes (theus.)	% of All Homes	COUNTY	No. of Homes (thous.)	% of All Homes	and COUNTY	No. of Homes (thous.)	/1/58 % 6 All Home
DAHO			Edgar	5.5	71.4	Wabash	2.7	60.0	Nobie	7.9	92.9	Emmet	2.4	57.1
lda	20.0	82.2	Edwards	1.7	60.7	Warren	7.2	87.8	Ohio	1.0	90.9	Fayette	5.0	63.3
dams	.5	55.8	Effingham		83.3	Washington	3 4	77.3	Orange	3.3	64.7	Floyd	4.8	67.6
lannock	7.9	62.7	Fayette		74.6	Wayne	3.6	60.0	Owen	3.2	94.1	Franklin	4.0	80.0
loar Lake	1.0	58.8	Ford	4.2	85.7	White	3.3	51.8				Fremont	2.9	90.0
Bonewah	1.2	85.7	Franklin	8.5	58.2	Whiteside	16.1	95.3	Parks	3.6	76.6	Greens	4.0	87.0
lingham	4.4	62.6	Fu ten	13.3	84.2	Will	44.7	94.7	Perry	3.7	89.8	Grundy	3.4	82.1
	.9	64.3	Gallatin	1.1	80.0				Pike	2.8	63.6	Guthrie	3.7	90.
oiss	.4	86.7	-			Williamson	10.9	89.0	Perter	13.6	92.5	Hamilton	6.0	92.
lonner	3.0	89.8	Greene		85.0	Winnebage	52.6	90.1	Posey	5.3	89.8			
OUGHVIIIO	8.8	82.2	Grundy	6.7	88.2	Woodford	5.0	72.5	Pulaski	3.2	82.1	Hancock	3.0	73.
anadam.	١		Hamilton	1.8	50.0				Putnam	5.2	67,5	Hardin	6.7	91.
loundary	1.4	87.5	Hancock	6.9	77.5	State Total	2686.2	90.0	Randolph	8.6	91,5	Harrison	5.1	96.
lutte		37.5	Hardin	1.2	60.0				Ripley		85.9	Henry	4.0	72.
amas		33.3	Henderson	2.0	83.3	INDIANA			Rush	5.8	87.5	Howard	2.2	57.
anyon		50.6	Henry		96.8	Adams	5.5	82.1				Humboldt	2.1	55.
Caribou	1.2	57.1	Iroquels		08.0	Allen	84.0	92.6	St. Joseph		94.5	ida	2.9	90.
Casola	2.5	64.1	Jackson	9.4	74.0	Barthelomew	12.9	95.6	Scott	4.2	91.3	towa	3.5	74.
lark		50.0	Jasper	3.1	73.8	Benton	3.0	90.9	Shelby	9.5	91.3	Jackson	4.9	89.
learwater		85.7	1.0			Blackford	2.9	67.4	Spencer	3.0	86.7	Jasper	9.1	91.
unter		33.3	Jefferson		60.9	Boone		94.3	Starke	4.8	80.7			
Imgre	2.5	76.8	Jersey	3.8	82.6	Brown	1.2	75.0	Steuben		73.1	Jofferson	4.3	76.
lan mluffun	١		Je Davices		76.9	Carroll	4.0	75.5	Sullivan	5.1	75.0	Johnson	9.6	71.
rankiln	1.4	58.3	Johnson	1.4	56.0	Cass	11.0	90.9	Switzerland	2.0	90.9	Jones	4.8	85.
remant		72.7	Kane	49.8	97.1	Clark	15.8	90.8	Tippecanse	17.7	72.5	Keekuk	4.1	76.
3om	1.4	58.3	Kankakee		91.4				Tipton	3.9	79.6	Kossuth	4.4	58.
looding		56.3	Kendali		94.9	Glay	5.4	65.9				Lee	8.6	64.
daho		51.6	Knox		90.4	Clinton	9.7	92.4	Union	1.5	88.2	Linn	36.6	92.
afferson		68.0	Lake		97.5	Crawford	1.6	68.7	Vanderburgh	44.7	78.8	Louisa	2.4	75.
erome		65.7	La Salie	22.0	67.9	Daviess	6.9	72.0	Vermillion	4.5	77.6	Lucas	1.9	55.
Cootenal		71.6				Dearborn	8.1	97.6	Vigo	33.5	96.8	Lyon	3.7	90.
atah	3.8	55.1	Lawrence		61.3	Decatur	5.0	87.7	Wabash	6.6	67.3			-
emhi	. 8.	44.4	Lee		73.8	DeKalb	8.2	91.1	Warren	2.3	88.5	Madison	3.2	82.
			Livingston		75.2	Delaware	29.9	88.5	Warrick		70.3	Mahaska	5.4	68.
_ewia		66.7	Logan	7.8	90.7	Dubeis	4.7	67.1	Washington	4.1	77.4	Marion	6.5	90.
incoln		54.5	McDonough		78.0	Elkhart	23.1	75.2	Wayne	19.0	81.5	Marshall	10.5	89.
Andison		69.6	McHenry		92.5				Wella	5.0	79.4	Milla	2.8	84.
Minidoka		56.5	McLean	19.7	70.4	Fayette	6.6	83.5	White	4.6	76.7	Mitchell	3.2	80.
Vez Perce		61.3	Macen	27.3	75.8	Floyd	14.9	93.7	Whitley	6.1	92.4	Monona	4.4	91.
Oneida	.6		Macoupin		83.6	Fountain	5.0	83.3		-		Monroe	1.8	62.
Dwyhee	1.2	70.6	Madison	60.3	89.1	Franklin	3.9	83.0	State Total	1209.7	88.1	Montgomery	4.4	86.
Payette		56.8	1			Fulton		86.3		-		Muscatine	9.8	93.
Power	.4		Marion		82.8	Gibeen	7.2	70.6	IOWA	1				
Shoahone	3.8	56.7	Marshail		78.6	Grant	20.4	90.3	Adair		68.7	O'Brien	4.0	67
7-11-0			Mason			Greene		93.2	Adams	1.8	75.0	Osceola	2.2	75
eten	.5		Massac			Hamilton		99.0	Allamakee	2.9	64.4	Page	6.7	90
Twin Fails	8.0		Menard	1.7		Hancock	7.3	91.3	Appanoose		63.3	Palo Alto	2.5	62
Valley		-	Mercer						Auduben		94.1	Plymouth	6.3	87
Washington	1.9	70.4	Monroe			Harrison	4.0	75.5	Benton	6.5	92.9	Pocahontas	2.5	59
State Total	900	60.0	Montgomery		1	Hendricks		88.4	Black Hawk	. 32.7	92.4	Polk	79.9	95
State Total	120.4	66.0	Morgan	8.0		Henry		78.8	Boone		87.3	Pottawattamie	20.0	89
U.L.IMOLE			Moultrio	3.2	76.2	Howard		93.3	Bremer	4.5	80.4	Poweshiek	3.8	67
LLINOIS						Huntington			Buchanan		91.5	Ringgold	2.0	71
Adams			Ogle			Jackson		72.2					1	1
Alexander	4.6		Peoria			Jasper		84.9	Buena Vista		89.0	Sac	3.8	61
Bond	3.6		Perry	4.8	77.4	Jay	. 4.7	63.5	Butier			Scott		
Boone	4.0		Platt		75.0	Jefferson	. 6.1	91.0	Calhoun	3.4	66.7	Shelby	4.0	
Brown	1.7		Pike		80.9	Jennings		89.1	Carrell	5.7	89.1	Sioux	5.9	
Bureau	11.1		Popo	8	53.3				Cass	5.8		Story	12.1	
Calhoun	1.7		Pulaski		55.3			87.8	Gedar	5.3		Tama	5.6	
Carrell	4.5		Putnam		75.0				Cerro Gordo	14.7		Taylor		
Cass	. 3.4		Randolph	7.6					Cherokee	4.7		Union		1
Champaign	. 29.2	87.7	Richland	3.2					Chickasaw	3.0		Van Buren		
	1			1		Lake			Clarke	1.6		Wapelle	11.0	
Christian	10.3	82.4	Rock Island	. 44.2	95.1					1.0	30.3	мароло	11.0	8
Clark	3.1	70.9	St. Clair	. 66.1					Clay	4.0	84.5	Warren	1	
Clay	2.1		Saline	7.0								Warren		
Crinton	5.7		Sangamon	. 35.6			193.3		Clinton			Washington	1	
Coles	9.6		Schuyler	2.4		Marshall	8.3			A 6		Wayne		
Cook:	1475.1		Scott	1.1			0.0	00,0	Dailas	6.8		Webster	12.6	
Crawford			Shelby	5.6			2.2	68.8				Winnebago	2.8	
Cumberland	2.1		Stark	1.1								Winneshiek		
De Kalb	14.7		Stephenson	. 14.0			13.7			2.0		Woodbury		
De Witt	4.1			26.								Worth	2.5	- 1
Douglas	4.0		Union							13.9			. 5.6	8
Du Page	69.2		Vermilion				3.1			18.			702.0	-

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STATE	Est., 1	K)	STATE	Est., 1	D	STATE	Est., 1/	0	STATE	Est., 1	D	STATE	Est., 1	D
COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes	% of All Homes	COUNTY	No. of Homes (thous.)	% of All Hame
ANSAS			Osage	3.4	77.3	Edmonson	1.0	58.8	Robertson	.4	80.0	St. James	2.5	75.8
llen	3.2	59.3				Elliott	1.2	92.3	Rockcastle	.7	25.9	St. John	2.5	71.4
nderson	1.6	53.3	Osborne	1.4	58.3	Estill	1.2	38.7	Rowan	1.5	60.0	St. Landry	10.7	51.5
tchinson	5.2	81.3	Ottawa	1.3	56.5	Fayette	23.2	66.7	Russell	1.2	46.2	St. Martin	3.5	57.
arber	1.9	67.9	Pawnee	2.2	78.6	Fleming	1.4	56.0	Scott	2.7	69.2			
arton	10.0	92.6	Phillips	2.0	58.8	Floyd	6.9	73.4	Shelby	3.8	71.7	St. Mary	6.9	65.
ourbon	3.7	61.7	Pottawatomie	1.9	51.4	Franklin	5.5	67.1	Simpson	1.9	67.9	St. Tammany	6.2	74.
rown	3.4	69.4	Pratt	2.6	88.7	Fulton	2.1	67.7	Spencer	1.4	93.3	Tangipahoa	14.2	88.
kutler	8.9	71.8	Rawlins		53.3	Gailatin	.9	90.0	Taylor	2.3	56.1	Terrebonne	1.8	56. 89.
hase	1.0	71.4	Reno		92.3 57.1	Garrard	1.9	65.5	Todd	2.2	66.7		10.9	55.
Chautauqua	1.2	57.1	Rica		72.3	Grant	2.5	89.3	Trigg	1.4	63.6	Union Vermilion	4.9	48.
Cherokee	4.6	60.5	Mico	3.4	12.3	Graves	4.8	44.0	Trimble	.9	64.3	Vernon	3.5	57.
Cheyenne	.8	57.1	Riley	4.0	56.3	Grayson	2.4	55.8	Union	2.1	51.2	Washington	8.8	78.
Clark		72.7			60.0	Green	1.6	53.3	Warren	7.4	56.9	Webster	7.8	75.
Clay		66.7			60.0	Greenup	5.4	78.3	Washington	1.9	65.5	***************************************		
Cloud		59.2			60.5	Hancock	1.2	85.7	Wayne	1.3	37.1	West Baton Rouge	1.6	50.
Coffey		53.8			65.2	Hardin	11.5	83.3	Webster	2.7	60.0	West Carroll	2.9	78.
Comanche		90.0			53.8	Harlan	8.5	60.3	Whitley	3.3	50.8	West Feliciana	8	50.
Cowley		67.7			91.3	Harrison	2.9	69.0	Wolfe	.5	33.3	Winn	2.4	55.
Crawford		63.6			59.0	Hart	2.0	52.6	Woodford	2.0	64.5			-
Decatur	. 1.2	60.6			92.1							State Total	635.3	75.
			Sheridan		54.5	Henderson	7.3	64.0	State Total	588.4	70.8			
Dickinson		47.5				Henry	1.9	65.5		-			-	-
Doniphan		81.	Sherman	1.1	61.1	Hickman	1.1	55.0						
Douglas						Hepkins	6.3	52.1	LOUISIANA			MAINE		
Edwards						Jacksen	1.0	37.0	Acadia	6.4	49.2	Androscoggin	22.2	91
Elk		-				Jefferson	168.3	94.8	Allen	2.9	52.7	Aroostoo'c	16.9	69
Ellis						Jassamine	2.2	61.1	Ascension		68.3	Cumberland		92
Ellsworth					-	Johnson		70.2	Assumption	2.0	51.3	Franklin		70
Finney					1			97.3	Avoyelles	5.0	47.6	Hancock		73
Ford						Knott	1.4	45.2	Beauregard		59.6	Kennebec		87
Frank in	5.	77.							Bienville		51.2	Knox	7.2	81
0	1		Wallace		28.6			37.7 55.6	Bossier		72.2	Lincoln	4.6	90
Geary				2.	E0 E	Laurel		27.4	Calcasieu		91.0	Oxford Penobscot	9.3	80
Gove								71.0	Garcasseu	23.7	64.9	Penobscot	27.6	89
Grant								44.4	Caldwe'l	1.7	63.0	Piacataquis	3.9	81
Gray				1.				27.6	Cameron		76.9	Sagadahoc		87
Greeley									Catahoula		44.4	Somerset		57
Greenwood				-	01.0	Lewis		1	Claiborne		52.5	Waldo		81
Hamilton		1		510.	75.9				Concordia		56.8	Washington		65
Harper						_ Livingston			De Soto		70.2	York	25.0	91
Harvey									East Baton Roug		76.5		-	_
			Adair	2.	0 57.1	Logan	3.9	68.4	East Carroll			State Total	218.1	84
Haskell		4 57	1 Allen	2.				50.0	East Feliciana				1	
Hodgeman		7 77	.8 Anderson	1.	5 62.1	McCracken	12.9	58.6	Evangeline	3.3	37.5			-
Jackson	2.	1 63			9 46.3	NcCreary	1.2	41.4						
Jefferson	2.	5 69	4 Barren	4.	9 58.	McLean	1.3	52.0	Franklin	3.7	52.1	MARYLAND		1
Jewell	1.	2 46	.2 Bath	1.	1 44.			40.7	Grant	2.1	61.8	Allegany	16.4	6
Johnson	38	1 95			7 53.	4 Magoffin	!		Iberia	7.8	67.8	Anne Arundel	38.6	8
Kearny		4 44		4					lberville	3.9			. 368.4	9
Kingman	2			3					Jackson					
Klowa	1	.1 78		15	0 96.	8 Martin	1.	2 66.7				Caroline		
Labette	5	.4 57	.4		-				Jefferson Davis					
Long			Boyle		2 58.									
Lane			.6 Bracken	1	.8 81.		1.							
Leavenworth	10		.9 Breathlitt		4 40.					2.3	2 56.4			
Lincoln			.9 Breckinridge.		.9 76.							Frederick	16.2	2 1
Linn Logan	6	- 1	.4 Bullitt		.0 95.			. 1		3.1				
Lyon			.5 Caldwell							3.			3.3	
McPherson			Calloway		.6 45. .4 58.			9 34.6		2.				
Marion	2		3.0 Campbell										6.3	
Marshall			0.9 Carlisie		.1 64								79.	
Meade			3.8		04				Ouachita					_ 1
			Carroll	9	.6 96	.3 Nicholas	1.	2 60.0		3.				
Miami	4	.5 7	2.6 Carter		.0 83									
M tchell	1		3.6 Casey		.1 58									- 1
Montgomery			2.9 Christian	11	.0 63					20.	07.	Talbot	5.	
Morris			3.0 Clark		.6 49			3 21.4		1.	7 65.		3.	-
Morton			0.0 Clay		.2 32			3 79.		4	9 76.		19.	2
Nemaha			7.5 Clinton		.6 30			.3 51.			.5 49.			
Neosho			3.6 Crittenden		.4 51			.6 61.			.2 91.			
Ness			2.9 Cumberland.		.3 52			.7 48.			.6 76.		4.	-
Norton			B.1 Daviess		.9 70			.3 38.			.1 45.		725	2

STATE	TV H	WAREN.	STATE	(I	OMES 1/1/58	STATE	U	OMES 1/1/58	STATE	TV HO	H	STATE	TV HO	
COUNTY	No. of Homes (thous.)	% of	COUNTY	No. of Homes (thous.)	% of	COUNTY	No. of Homes (thous.)	% of	COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	% of
MASSA-			Marquette	9.7	67.4	Kittson	1.4	53.8	Copiah	3.7	52.1	MISSOURI		
CHUSETTS			Mason	4.3	84.2	Koochiching	1.9	38.0	Covington	1.5	44.1	Adair	3.9	58.2
Barnstable	16.0	90.9	Mecosta	4.9	90.7	Lac Qui P rie	2.2	56.4	De Seto	3.1	58.5	Andrew	2.6	72.2
Berkshire	37.7	90.2	Menominee	5.0	66.7	Lake	2.9	61.7	Forrest		55.7	Atchison	1.7	56.7
Bristol	109.0	90.5	Midland Missaukee	10.8	85.0 50.0	Lake of the Woods	4.3	33.3 72.9	Franklin		50.0	Audrain	5.7	67.1 58.5
Essex	154.2	91.2	Monroe	24.4	92.1	Le Speur	4.3	12.5	Creorge	1.5	60.0	Barry	3.8	55.3
Franklin		83.8	Montcalm	10.4	94.5	Lincoln	2.0	66.7	Greene	.9	52.9	Bates	3.6	61.0
Hampden		91.5	Montmorency	.6	50.0	Lyon	3.8	57.6	Grenada	2.1	43.8	Benton	1.9	70.4
Hampshire	19.4	84.0				McLeed	5.8	79.5	Hancock	2.2	75.9	Bollinger	1.8	69.2
Middlesex	289.7	88.9	Muskegan		96.5	Mahnoman	.9	60.0	Harrison	19.1	63.7	Boone	10.0	68.5
Nantucket	.8	80.0	Newaygo	8.1	85.9	Marshall	2.0	48.8	Hinds		77.0			
Manfall.	110 7	07.0	Oakland	171.8	95.6	Martin	5.0	81.7	Holmes	2.9	42.0	Buchanan	28.0	86.4
Norfolk		87.8 96.4	Oceana	3.1	67.4 73.1	Meeker Mille Lacs	3.8	69.1 56.9	Humphreys	2.6	54.2	Butler	6.1	56.5 66.7
Suffolk		96.9	Ontonagon	1.9	60.0	Morrison	3.1	43.7	Issaquena Itawamba	2.1	50.0 58.3	Callaway	4.1	66.1
Worcester		93.4	Osceola	3.6	94.7	Mower	11.1	83.5	Jackson	10.2	87.2	Camden	1.5	71.4
	-	-	Oscoda	.6	66.7	1		0010		10.0	0112	Cape Girardeau	8.4	72.4
State Total	1323.4	90.8	Otsego	1.3	78.5	Murray	3.3	73.3	Jasper	2.6	63.4	Carroll	3.2	68.1
	-	-	Ottawa	24.5	92.1	Nicollet	4.0	72.7	Jefferson	1.2	50.0	Carter	.5	38.5
MICHIGAN	1					Nobles	5.2	80.0	Jefferson Davis	1.5	42.9	Cass	4.5	69.2
Alcona		77.8	Presque Isle	1.2	41.4	Norman	1.8	60.0	Jones	9.9	57.6	edar	2.0	60.6
Alger		65.4	Roscommon	1.6	69.6	Olmsted	13.2	94.3	Kemper	1.4	48.3			
Allegan		88.1	Saginaw	48.6	92.0	Otter Tail	6.5	49.2	Lafayette	1.9	39.6	Chariton	2.2	48.9
Antrim		46.5 64.3	St. Clair	27.8 13.5	92.4	Pennington	2.4	64.9 64.6	Lamar	1.7	51.5 67.9	Christian	1.9	56.8 70.4
Arenac		70.4	Sanitac	7.7	81.9	Pipestone	3.1	70.5	Lawrence	1.3	48.1	Clark	23.9	93.7
Baraga		61.9	Schoolcraft	1.5	62.5	Polk	6.0	56.6	Leake	2.6	55.3	Clinton	3.1	83.8
Barry		89.7	Shiawassee	14.3	89.9							Cole	9.1	81.3
Bay		91.1	Tuscola	10.8	85.0	Pape	1.6	44.4	Lee	6.9	63.9	Cooper	3.0	62.5
Benzie	1.5	65.2	Van Buren	16.4	90.1	Rameey	117.2	94.4	Leffore	3.8	29.9	Crawford	1.5	48.4
	1				4	Red Lake	.9	64.3	Lincoln	3.7	50.7	Dade	1.8	66.7
Berrien	42.6	93.6	Washtenaw		94.0	Redwood	4.1	63.1	Lowndes	3.8	35.2	Dallas	1.9	67.9
Branch		70.6	Wayne	811.5	98.4	Renville	4.7	66.2	Madison	3.5	50.0			
Calheun		90.0 86.4	Wexford	4.1	71.9	Rice	8.3	87.4 62.1	Marion	2.7	47.4	Daviess De Kaib	2.3	69.7 75.0
Charlevoix	2.3	59.0	State Total	2075.7	81.2	Roseau	2.1	56.8	Monroe	2.4 4.4	45.3 50.0	Dent	1.8	68.8
Cheboygan		63.9	State Potal	2019.1	01.2	St. Louis	59.4	85.5	Montgomery	1.3	38.2	Douglas	1.7	60.7
Chippewa		52.2	MINNESOTA			Scott	4.1	85.4	Neshoba	2.6	45.6	Dunklin	6.9	62.2
Clare		82.4	Aitkin	2.7	73.0							Franklin	8.2	88.9
Clinton	9.1	91.9	Anoka	15.3	95.6	Sherburne	2.1	80.8	Newton	3.0	58.8	Gasconade	2.6	65.0
Crawford	8	72.7	Becker	3.9	60.0	Sibley	3.1	81.6	Noxubee	1.9	47.5	Gentry	2.0	82.5
			Beltrami	2.3	33.3	Stearns	15.9	81.1	Oktibbeha	2.7	43.5	Greene	37.1	93.0
Delta		56.3	Benton	2.1	46.7	Steele	5.6	80.0	Panola	5.0	62.5	Grundy	2.9	70.7
Dickinson		82.3	Blue Earth	1.4	58.3	Stevens	1.5	53.6 52.3	Pearl River	4.1	74.5 38.1	Harrison	2.5	59.5
Emmet		57.4	Brown	6.2	76.5	Todd	3.5	51.5	Pike	4.6	51.1	Henry	4.5	68.2
Genesee	91.9	87.7	Carlton	4.4	62.9	Traverse	1.2	60.0	Pontotoc	2.1	45.7	Hickory	1.1	68.8
Gladwin		88.5	Carver	4.7	88.7	Wabasha	4.4	81.5	Prentiss	2.3	51.1	Holt	1.7	65.4
Gogebic	4.9	62.0				Wadena	1.8	47.4	Quitman	3.0	49.2	Howard	1.9	54.3
Grand Traverse	6.1	68.5	Cass	1.4	27.5							Howell	2.7	48.2
Gratiot	8.9	87.3	Chippawa	2.6	54.2	Wassca	3.5	71.4	Rankin		46.6	Iron	1.2	60.0
Hilladale	6.7	62.0	Chisago	3.4	82.9	Washington	10.2	89.5	Scott		50.0	Jackson	195.4	96.2
Maughte -	4.7	46.1	Classication	8.9	89.0	Watenwan Wilkin	2.6	61.9 80.8	Sharkey		50.0 54.0	Jasper	23.5	82.7 87.0
Houghton	8.4	90.3	Clearwater	.8	57.1	Winona	6.5	56.0	Smith	1.5	44.1	Jefferson	6.3	73.3
Ingham	59.8	93.9	Cottonwood	3.0	63.8	Wright	6.8	79.1	Stone	.6	40.0	Knox	1.8	89.2
Ionia	10.4		Crow Wing	4.2	44.2	Yellow Medicine	2.8	58.3	Sunflower	2.7	20.6	Laclede	3.7	62.7
losco	3.5	81.4	Dakota	16.1	93.1				Tallahatchie	2.4	35.8	Lafayette	6.0	75.0
Iron	2.7	47.4	Dodge	2.6	72.2	State Total	768.9	80.5	Tate	2.6	61.9	Lawrence	4.0	55.6
Isab Ha	7.0	85.4							Tippah	1.8	43.9	Lewis	2.2	64.7
Jackson	34.2	92.7	Douglas	3.2	48.5	MISSISSIPPI						Lincoln	4.3	78.8
Kalamazoo		94.9	Faribault	4.7	83.5	Adams	4.8	47.1	Tishomingo	2.0	58.8	Linn	3.3	52.4
Kalkaska	.6	50.0	Fillmore	4.7	85.3	Alcorn	3.5	47.9	Tunica	2.9	50.0	Livingston	3.5	67.3
Mank	000	02.0	Freeborn	8.8	84.6	Amite	1.5	37.5	Union	2.4	43.6	McDonald	2.6	63.4
Keweenaw	97.0	93.9	Goodhue	9.3	89.4 55.6	Attala	2.8	47.3 47.4	Waithali	7.3	40.6 54.9	Macon	4.6	66.7
Lake		78.6	Hennepin	232 2	95.1	Bolivar	5.1	32.7	Washington	9.3	46.3	Madison	1.9	67.9
Lapeer		87.9	Houston	2.7	61.4	Calhoun	1.3	35.1	Wayne	1.9	52.8	Maries	1.3	65.0
Leelanau		60.0	Hubbard	1.0	34.5	Carroll	.8	26.7	Webster		44.4	Marion	9.3	94.9
Lenawee	21.7	91.2	isanti	2.6	92.9	Chickasaw	1.7	42.5	Wilkinson	1.2	41.4	Mercer	1.3	68.4
Livingston	8.5	87.6				Choctaw	.7	33.3	Winston	2.2	43.1	Miller	2.6	60.5
Luce	1.1	73.3	Itasca	6.7	60.4	Claiborne	1.4	53.8	Yalobusha	1.3	38.2	Mississippi	3.3	60.0
Mackinas		61.5	Jackson	4.0	88.9	Clarke	2.4	57.1	Yazoo	4.6	54.8	Moniteau	2.0	60.6
Macomb	95.4	98.5	Kanabec	1.2	50.0	Clay	2.1	55.3		1000	-	Monroe	2.4	77.4
Manistee	4.1	86.1	Kandiyohi	5.9	72.0	Coahoma	5.1	35.2	State Total	291.1	52.2	Montgomery	3.1	91.2

CHANGING MARKETS

The Sales Manager's Enigma

Many astute sales executives are seemingly unaware of additional volume avenues of distribution for their products or services.

We, at The Magazine of Incentive Merchandising, are faced with the task of management (special market sales) education. How well we progress is attested by our growing list of advertisers, nationally known companies—(industry leaders)—their sales growth is our prosperity barometer.

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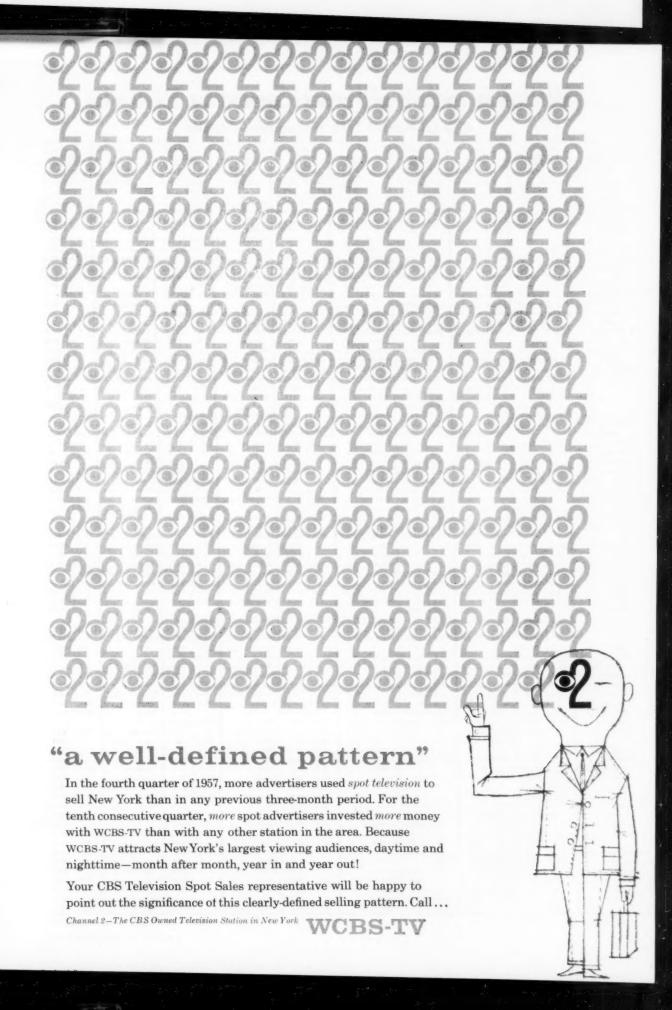
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Premium Practice

The Magazine of Incentive Merchandising

386 Fourth Avenue New York 16, N. Y.

STATE	TV HO	H)	STATE	Est., 1	4	STATE	Est., 1	D	STATE	TV HO	KD .	STATE	Est., 1	4
COUNTY	No. of Homes (theus.)	% of All Homes	COUNTY	No. of Homes	% of Ali Homes	COUNTY	No. of Homes	% of All	COUNTY	No. of Homes	% of All Homes	COUNTY	No. of Homes (thous.)	% of
Morgan	1.8	62.1	Judith Basin	(thous.)	50.0	Furnas	(thous.)	73.3	Eureka	(thous.)	33.3	Los Alamos	1.7	48.6
lew Madrid	5.3	58.9	Lake	1.6	47.1	Gage	0.6	82.5	Humboldt	.1	38.5	Luna	1.5	55.6
Newton	5.9	64.8	Lewis & Clark	4.3	45.3	Garden	.4	40.0	Lander	.1	25.0	McKinley	2.6	33.8
Nodaway	4.3	57.3	Liberty	.3	80.0	Garffeld	.6	75.0	Lincoln	.2	22.2	Mora	.4	28.6
Dregen	.8	27.6	Lincoln	1.2	35.3	Gosper	.5	71.4	Lyon	.8	88.9	Otere	4.4	55.7
Deage	1.9	65.5	McCone	.3	30.0	Grant						Quay	1.8	47.4
Dzark	1.3	61.9	Madison	.8	42.1	Greeley	1.0	62.5	Mineral	.8	25.0			
Pemiscot	7.1	61.7	Meagher	.4	50.0	Hall	9.7	79.5	Nyo	.4	44.4	Rio Arriba	2.2	39.3
Perry	2.6	76.5							Ormeby	1.0	83.3	Receivelt	2.3	50.0
Pettis	8.9	70.6	Mineral	.6	66.7	Hamilton	2.2	75.9	Pershing	.4	38.4	Sandoval	1.0	41.7
			Missoula	7.2	52.6	Harlan	1.3	76.5	Storey	.1	50.0	San Juan	4.3	42.6
Phelps	4.9	66.2	Museelshell	.8	44.4	Hayes	.3	80.0	Washee	21.7	86.5	San Miguel	1.4	27.5
Pike	4.3	72.9	Park	2.4	54.5	Hitchcock	1.3	76.5	White Pine	2.3	57.5	Santa Fe	6.4	60.4
Platte	5.0	79.4	Petroleum	.1	33.3	Holt	1.6	38.1				Sierra	1.0	62.5
Polk	3.0	62.5	Phillips	.6	35.3	Hooker	.2	66.7	State Total	55.2	69.6	Socorro	1.2	52.2
Pulaski	9.7	86.6	Pondera	1.3	58.4	Howard	1.2	54.5				Tass	1.0	33.3
Putnam	1.6	59.3	Powder River	.3	37.5	Jefferson	3.1	70.5	NEW			Torranca	.8	42.9
Ralls	1.6	69.6	Powell	1.1	57.9	Johneon	1.6	84.2	HAMPSHIRE					
Randelph	4.7	58.8	Prairie	.3	42.9	Kearney	1.5	75.0	Beiknap	7.1	84.5	Union	.5	29.4
Ray	4.0	74.1							Carroll	4.3	87.8	Valencia	3.3	62.3
Reynolds	.4	28.6	Ravalil	1.5	39.5	Keith	2.0	80.0	Cheshire	10.5	82.0		-	
			Richland	2.2	78.6	Keya Paha	.1	25.0	Coos	8.0	78.9	State Total	130.7	58.0
Ripley	1.4	43.3	Roosevelt	1.8	80.0	Kimball	.7	53.8	Grafton	9.0	69.2			-
St. Charles	10.1	92.7	Rosebud	.7	38.8	Knex	2.5	59.5	Hillsborough	42.8	87.0	NEW YORK		
St. Clair	2.0	68.7	Sanders	1.1	47.8	Lancaster	40.9	89.3	Merrimack	15.9	84.6	Albany	76.7	92.3
St. Francois		79.5	Sheridan	1.3	72.2	Lincoln	6.0	65.2	Rockingham	21.5	87.4	Allegany	9.4	69.1
St. Louis	449.3	99.0	Silver Bow	16.2	77.5	Logan	.2	50.0	Strafford		86.8	Brenx	376.3	86.2
Ste. Genevieve		93.5	Stillwater	.9	52.9	Loup	.1	25.0	Sullivan	7.3	84.9	Broome,	58.5	91.3
Saline	5.3	86.3	Sweet Grass	.6	60.0	McPherson	.1	50.0				Cattaraugus	22.3	89.9
Schuyler		60.0	Teton	1.1	52.4	Madison	7.2	91.1	State Total	139.6	84.1	Cayuga	19.4	88.6
Scotland		70.8				1						Chautauqua	40.5	86.9
Scott	5.5	61.8	Toole	1.3	54.2	Merrick	1.3	50.0		1		Chemun	27.2	87.7
			Treasure	.2	66.7	Morrill	1.0	45.5	NEW JERSEY			Chenango	11.0	87.3
Shannen	6	35.3	Valley	1.2	36.4	Nanco	.9	52.9	Atlantie	42.8	94.7	Clinton	14.3	98.6
Shelby		65.6	Wheatland	.5	50.0	Nemaha	2.4	68.6	Bergen	198.9	88.88			
Stoddard		66.3	Wibaux	.1	25.0	Nuckolls	2.0	69.0	Burlington	42.4	90.0	Columbia	13.0	92.2
Stone		57.7	Yellowstone	15.6	66.1	Otee		90.6	Camden		91.0	Cortland	11.4	88.4
Sullivan		63.6		-	-	Pawnee		75.0	Cape May		94.3	Delaware	11.5	81.0
Taney		69.0	State Total	115.0	55.3	Perkins	.7	58.3	Cumberland		89.5	Dutchess	38.2	90.5
Texas		38.2				Phelps	2.5	73.5	Essex		92.6	Erio	299.3	94.0
Vernon		62.1	NEBRASKA		1	Pierce	1.5	57.7	Gloucester	31.7	89.8	Easex	9.0	84.9
Warren		82.6	Adams	7.7	80.2				Hudson	177.2	92.0	Franklin	9.5	74.8
Washington	2.0	52.6	Antelope		54.5	Platte	5.5	87.3	Hunterdon	13.4	91.2	Fulton	15.3	86.0
			Arthur			Polk	2.0	76.9				Geneses	14.0	94.0
Wayne	. 1.6	66.7	Banner		25.0	Redwillew	2.9	87.4	Mercer	65.9	91.9	Greene	8.1	90.0
Webster		65.1	Blaine		50.0	Richardson		70.2	Middlesex	. 89.6	90.6			
Worth	. 1.3	86.7	Boane	1.8	55.2	Rock	.4	44.4	Monmouth	83.5	93.3	Hamilton	1.1	84.6
Wright	. 2.6	61.9	Box Butte		35.1	Saline	3.3	73.3	Morris	53.4	90.2	Herkimer		88.2
	-	-	Boyd		57.1	Sarpy		91.4	Ocean		93.0	Jefferson	20.9	77.7
State Total	1135.1	84.4	Brown		64.3	Saunders		98.2	Passaic	103.2	89.2	Kings	743.8	93.8
	-	-	- Buffalo	6.8	79.3	Scotts Bluff		50.9	Salem	15.5	90.6	Lewis	5.6	82.4
	1					Seward		70.7	Somerset		88.7	Livingston	9.5	86.4
MONTANA	1		Burt	2.6	78.8		1		Sussex		89.8	Madison	13.5	90.0
Beaverhead	. 1.4	56.0	Butler		74.3	Sheridan		39.3	Union		91.9	Monroe	161.6	90.7
Big Hern		39.1	Cass		89.1	Sherman		55.6		1		Montgomery	17.2	89.6
Blaine	1.0	40.0	Gedar	3.2	88.9		2	25.0	Warren	. 18.6	90.2	Naesau	329.1	90.1
Broadwater			Chase			Stanton	1.2	66.7		-	-		1	
Carbon	1.2		Cherry	. 1.2	1	Thayer	2.1	70.0	State Tetal	1532.1	91.1	New York		
Carter			Cheyenne	2.8				25.0		-		(Manhattan)	576.2	96.1
Cascade	. 14.6		Clay			Thurston	1.8	75.0				Niagara		93.9
Chouteau	1.4		Colfax				1.3	81.9	NEW MEXICO			Oneida		
Custer	1.2		Cuming				3.4	94.4	Bernaill'o	46.2	73.4	Onondaga	111.3	93.3
Daniels						Wayne	2.5	86.2	Catron	2		Ontario	16.1	87.
	1	1	Custer	3.2	58.2				Chaves			Orange	46.4	88.
Dawson	1.3	40.6	Dakota	3.2			1.8	81.8	Colfax	5		Orieans	8.9	
Deer Lodge	3.1		Dawes					33.3				Oswego	21.9	
Fallon				4.7				76.1				Otsego		1
Fergus			Deuel	.7			-	-	- Dona Ana	8.5		Putnam	5.9	1
Flathead							. 341.3	78.9					1 0.0	1
Gailatin	3.7			9.1			311.0	70.5	- Grant			Queens	527.1	94.
Garfield			Douglas	94.1					Guadalupe					
Glacier	1.3						1.6	88.9			40.2	Richmond		
Golden Valley								69.0				Rockland		
Granite				2.0	00.7	Douglas	.4	80.0		7			99.7	
Hill		2		1.5	75.0									
Jofferson	6.1	50.0					1.4	30.0	Lincoln					



STATE	TV HO	H	STATE	J	OMES 1/1/58	STATE	TV H		STATE	0	OMES 1/1/58	STATE	0	OMES 1/1/58
COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	% of	COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	% of	COUNTY	No. of Homes (thous.)	% 0 All
Schoharie	6.5	87.8	Hyde	1.0	71.4	Dickey	1.5	60.0	elaware	9.0	95.7	OKLAHOMA		
Schuyler	4.1	89.1	Iredell	11.6	74.4	Divide	.6	46.2	Erie	17.0	88.5	Adair	1.8	58.1
Seneca	8.7	91.3	Jackson	2.5	58.1	Dunn	.9	56.3	Fairfield		95.0	Alfalfa	1.7	65.4
Charles						Eddy	.7	58.3	Fayette	6.8	88.3	Atoka	1.8	64.3
Steuben Suffalk	22.1 137.3	76.7	Johnston	8.4	53.5	Emmons	1.4	70.0	Franklin	190.6	89.4	Beaver	.7	38.1
Sullivan	12.0	90.1 89.6	Jones	1.1	47.8 63.6	Foster	.8	53.3	Fuiton	7.5	88.2	Beckham	2.9	50.0
Tioga	9.0	88.2	Leneir	7.8	65.5	Grand Forks	9.0	75.0	Gallia	8.1	84.5	Biaine	2.8	75.7
Tompkins	18.9	85.4	Lincoln	4.8	69.6	Grant	1.4	87.5	Greene		97.7	Bryan	5.4	69.2
Ulster	30.1	89.9	McDowell	4.6	67.6	Griggs	1.2	92.3	Guernaey	9.0	77.6	Canadian	5.8	85.3
Warren	11.8	89.4	Macon	2.4	61.5		1	02.0		0.0		Carter	8.4	60.5
Washington	12.2	89.1	Madison	2.1	48.8	Hettinger	1.3	72.2	Hamilton	253.2	94.9			-
Wayne	15.8	89.3	Martin	3.5	57.4	Kidder	1.1	73.3	Hancock	14.7	88.6	Cherokee	2.5	73.5
Westchester	208.1	91.8	Meckienburg	62.4	88.3	La Moure	1.3	61.9	Hardin	9.1	98.8	Choctaw	1.1	28.2
						Logan	.7	58.3	Harrison	5.5	94.8	Cimarron	.5	45.5
Wyoming		88.8	Mitchell		52.9	McHenry	1.5	53.6	Henry	6.4	91.4	Cleveland	9.7	90.7
Yates	5.3	88.3	Montgomery	2.9	87.4	McIntosh	1.1	64.7	Highland		83.2	Coal	.8	57.1
State Total	4577.7	91.6	Moore	7.0	62.2	McKenzie	1.2	66.7	Hockling	6.1	89.7	Comanche	18.3	89.3
State 10tal	1011.1	91.0	Nash New Hanover	18.1	49.0 85.8	McLean	1.1	50.0 55.0	Huron	12.5	87.0 94.0	Cotton	1.8	71.4
			Northampton	4.2	71.2	Morton	4.8	83.6	Jackson	8.0	94.0 88.9	Craig	3.0	89.7
			Onslow	8.9	78.1		1 4.0	55.0		0.0	00.0	Custer	3.3	60.0
			Orange	7.2	79.1	Mountrail	1.2	48.0	Jefferson	26.0	91.9	Jagain	3.5	50.0
NORTH			Pamlico	1.1	44.0	Neison	1.3	76.5	Knox	11.0	89.4	Delaware	2.3	76.7
CAROLINA	1		Pasquotank	4.8	65.8	Oliver	.3	60.0	Lake	35.2	97.8	Dewey	1.0	55.6
Alamance	19.4	91.1				Pembina	2.2	64.7	Lawrence	13.7	90.7	Ellis	1.0	47.6
Alexander	3.3	94.3	Pender	3.4	79.1	Pierce	1.1	57.9	Licking	22.1	88.0	Garfield	11.6	73.9
Alleghany	1.3	61.9	Perquimans	1.8	72.0	Ramsey	1.7	53.1	Logan	9.7	89.0	Garvin	6.3	67.7
Anson	3.8	63.3	Person	3.5	64.8	Ransom	1.4	70.0	Lorain	54.9	95.8	Grady	7.9	82.3
Ashe	3.3	66.0	Pitt	13.5	91.2	Renville	.8	57.1	Lucas	137.0	95.9	Grant	1.5	85.2
Avery	1.8	58.1 81.9	Polk	2.4	80.0	Richland	3.7	66.1	Madison	6.3	88.7	Greer	1.4	56.0
Bertie		57.6	Richmond	11.2 8.2	80.0	Rolette	1.2	54.5	Mahoning	78.4	96.7	Harmon	8.	47.1
Bladen	4.7	71.2	Robeson	14.1	68.4	Sargent	1.1	61.1	Marion	16.5	92.2	Harper	.9	6 .2
Brunswick	3.6	80.0	Rockingham	15.1	83.4	Sheridan	.6	54.5	Medina	14.7	96.1	Haskell	1.1	42.3
			Rowan	17.8	80.9	Sioux	.5	83.3	Meigs	8.0	87.0	Hughes	2.5	56.8
Buncombe	23.8	65.6				Slope	.1	20.0	Mercer	8.3	88.2	Jackson	4.1	53.2
Burke	8.4	71.8	Rutherford	8.5	75.2	Stark	3.6	90.0	Miami	21.2	98.1	Jefferson	1.8	61.5
Cabarrus	16.1	92.0	Sampson	7.7	67.0	Steele	1.1	91.7	Monroe	3.6	83.7	Jehnston	1.4	60.9
Caldwell	7.5	67.0	Scotland	3.5	56.5	Stutsman	4.6	67.6	Montgomery	151.5	99.6	Kay	12.4	78.5
Camden	.9	64.3	Stanly		93.9	Towner	.8	66.7	Morgan	3.7	97.4	Kingfisher	2.3	76.7
Carteret		58.0	Stokes	3.7	77.1	Traill	2.5	89.3	Morrow	5.2	92.9	Kiowa	2.9	67.4
Caswell	2.6	80.5 93.4	Surry	9.9	83.2	Walsh	2.9	63.0	Muskingum	18.7	77.6	Latimer	8.	42.1
Chatham	3.7	60.7	Swain	2.0	38.1 52.6	Word	8.8	73.9	Noble	2.1	04.0	Le Flore	2.9	40.8
Cherokee	1.7	40.5	Tyrreil	1	50.3	Ward	1.6	61.5	Noble	3.1 9.5	91.2 89.6	Lincoln	4.0	82,1
	1	10.0	Union	6.9	63.9	Williams	5.6	59.8	Paulding	4.4	88.0	Lincoln	4.6 3.8	66.7
Chowan	1.9	85.5		0.0	33.5		0.0	55.0	Perry	7.5	92.6	Love	1.0	62.5
Clay		38.5	Vance	5.6	70.0	State Total	118.1	69.4	Pickaway	7.9	94.0	McClain	2.8	68.3
Cleveland	11.0	66.7	Wake	31.1	77.4		1		Pike	6.5	87.8	McCurtain	2.7	50.0
Columbus	4.4	35.8	Warren	2.5	51.0				Portage	19.3	90.6	McIntesh	1.8	56.3
Craven	10.6	76.8	Washington		60.0				Preble	8.9	94.7	Major	1.4	56.0
Cumberland	15.5	55.0	Watauga	2.1	51.2		1		Putnam	6.7	85.9	Marshall	1.2	60.0
Currituck		66.7	Wayne		68.8	ours			Richland	29.3	91.8	Mayes	3.4	69.4
Dare	15.0	53.8	ilkes		56.9	OHIO			0			Murray	2.0	60.6
Davidson	15.8	87.3	Wilson	9.1	67.9	Adams	5.7	86.4	Ross		93.7		40 -	-
Davie	3.1	79.5	Yadkin	4.5	80.4	Allen	28.1	90.6	Sandusky	16.5	90.7	Muskogee	14.7	87.5
Duplin	7.3	76.0	Yancey	1.5	42.9	Ashland	10.4	90.4	Sciote	28.2 15.3	90.1 87.4	Noble	2.4	80.0 79.4
Durham	24.2	82.0	State Total	804.2	73.4	Athens	10.1	79.5	Shelby	8.4	90.3	Nowata Okfuskee	2.7	.559
Edgecombe	8.8	72.1	· · · · · · · · · · · · · · · · · · ·		1314	Auglaize		91.3	Stark	86.1	90.8	Oklahoma	119.2	91.7
Forsyth	43.8	89.6				Beimont	24.2	92.0	Summit	145.3	97.6	Okmulges	7.7	68.8
Franktin	3.4	48.6				Brown	6.3	86.3	Trumbuli	50.4	92.3	Leage	9.0	90.0
Gaston	24.5	75.4				Butler	48.6	94.4	Tuscarawas	20.2	87.4	Ottawa	8.2	70.5
Gates		65.2	NORTH			Carroll	5.1	87.9	Union	6.0	89.6	Pawnee	2.8	75.7
Graham	.7	41.2	DAKOTA					-				Payne	7.7	60.2
Granville		58.8	Adams	.9	75.0	Champaign	8.7	95.6	Van Wert	8.5	89.5			
Greene	2.0	55.6	Barnes	4.0	83.3	Clark	36.7	93.9	Vinton	2.6	92.9	Pittsburg	5.9	63.4
Guilford	54.0	82.7	Benson	1.3	61.9	Climan	15.8	91.9	Warren	14.5	90.6	Pontotoc	6.9	75.8
Guilford	54.2	91.7	Billings	1.0	20.0	Clinton	8.2	89.1	Washington	12.5	85.0	Pottawatomie	8.1	60.9
Halifax	7.7	58.3	Bottineau	1.6	57.1	Codumbiana	29.9	91.4	Wayne		88.4	Pushmataha	.6	24.0
Harnett Haywood	5.1 6.1	39.5 59.8	Bowman	1.1	80.0 64.7	Coshecten	7.9	73.8	Williams	8.6	91.5	Roger Mills	.8	53.3
Henderson		52.6	Burleigh	6.9	74.2	Cuyahoga	12.5 489.4	97.4	Wood	18.5	93.0 86.2	Rogers	4.0	80.0
Hertford	3.3	68.8	Cass	16.8	86.6	Darke	12.3	89.9	- yamoot	0.0	3.00	Seminole Sequoyah	7.1	67.6 52.5
	1.6	48.5	Cavalier	1.4	58.3	Defiance	8.2	94.3	State Total	2631.7	94.2	Stephens	7.6	68.5

STATE and COUNTY	TV HOMES Est., 1/1/58		STATE	TV HO		STATE	TV HO	4D	STATE	TV HO	D	STATE	TV HO	H
	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	% of All Homos	COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	%
Гехаз	1.4	38.9	Cumberland	28.1	85.4	Charleston	44.8	83.0	Hand	1.3	72.2	Grainger,	1.2	41.
illman	3.0	68.2	Dauphin	62.1	95.7	Cherokee	6.6	88.0	Hanson	.8	61.5	Greene	5.0	42.
ulsa	105.6	98.5	Delaware	139.7	91.4	Chester	5.2	64.2	Harding	.3	60.0			
Wagoner	2.2	57.9	Elk	6.1	64.2	Chesterfield	4.7	58.0	Hughes	2.2	66.7	Grundy	1.6	55.
Vashington	11.0	87.3	Erie	64.0	91.8	Clarendon	2.8	42.4	Hutchinsen	2.2	73.3	Hamblen	4.4	53.
Washita	2.5	61.0	Fayette	45.6	90.1	Colleton	4.6	63.9	Hyde	.4	57.1	Hamilton	52.6	73.
Voods	1.8	46.2	Forest	.8	72.7	Darlington	7.4	59.2	Jackson	.3	60.0	Hancock	.8	44
Voodward	2.2	62.9	Franklin	18.9	88.3	Dillon	5.2	77.6	Jerauld	.6	60.0	Hardeman	2.9	59
State Total	526.9	78.1	Fulton	2.0 9.6	80.0 79.3	Dorchester Edgefield	3.7	66.1 56.8	Jones Kingsbury	2.0	86.7 71.4	Hardin	2.7	62 34
	-	-				Fairfield	3.0	62.5	Lake	2.1	75.0	Haywood	3.8	59
REGON			Huntingdon	9.7	88.2	_						Henderson	1.8	47
laker	2.8	45.2	Indiana	18.1	88.3	Florence	15.1	72.6	Lawrence		49.1	Henry	3.2	49
lenton		48.6	Jefferson	12.2	89.7	Georgetown	5.2	64.2	Lincoln	3.1	83.8	AMediana		
lackamas		73.5	Juniata	2.8	68.3	Greenville	44.6	80.7	Lyman		72.7	Hickman	1.8	58
Clatsop		56.0	Lackawanna	66.2	90.7	Greenwood	8.6	66.7	McCook	1.6	69.6	Houston	.9	1
Columbia		50.7	Lancaster	64.8	92.4	Hampton	2.8	63.6	McPherson		41.2	Humphreys	1.8	64
008		37.1	Lawrence	28.3	90.4	Horry	12.7	81.4	Marshall		52.4	Jackson	1.3	50
rook		86.7	Lebanon	23.4	94.4	Jasper	1.8	68.0	Meade		43.3	Jefferson	2.5	63
Curry		36.5	Lehigh	56.0	93.5	Kershaw			Mellette		57.1	Johnson	1.7	
Deschutes		48.5	Luzerne	91.0	87.2	Lancaster		63.4	Miner		58.8	Knox	62.3	91
Douglas	14.3	61.9				Laurens	5.2	44.4	Minnehaha	24.7	92.9	Lake	1.4	41
			Lycoming	21.8	69.4							Lauderdale	4.3	66
Gilliam		54.5	McKean	11.4		Lee		72.3	Moody		76.0	Lawrence	3.6	5
Grant		1	Mercer	30.3	1	Lexington		59.2	Pennington	9.5	50.5			
Harney			Millin	11.0		McCormick		66.7	Perkins		50.0	Lewis	1.0	8
Hood River			Monroe	9.4		Marion		70.9	Potter		61.5	Lincoln	3.0	4
Jackson			Montgomery	120.7		Marlboro		57.1	Roberts		55.9	Loudon	4.4	6
lefferson			Montour	3.3		Newberry		56.1	Sanborn		69.2	McMinn	5.0	5
Josephine		1	Northampton	50.8		Ocenee		52.2	Shannon		18.2	McNairy	2.9	5
Klamath		1	Northumberland.	1		Orangeburg		55.4	Spink		39.4	Macon	2.1	6
Lake			Perry	4.6	67.6	Pickens		55.3	Stanley		66.7	Madison	10.2	5
Lane	38.3	75.7				Richland	36.9	81.8	Sully	.4	50.0	Marion	3.7	7
			Philadelphia				1					Marshall	3.6	7
Lincoln						Saluda		56.8	Todd		33.3	Masry	7.5	6
Linn						Spartanburg			Tripp		66.7	88-1	1 -	
Malheur						Sumter			Turner		80.0	Meigs	.7	5
Marion	22.6					Union			Union	2.4	80.0	Munrae		
Morrow Multnomab						Williamsburg		67.0	Walworth		66.7	Montgemery	10.2	8
Polk						Yerk	13.5	63.1	Washabaugh Yankton		62.5	Moore Morgan		3
Sherman		1				State Total	393.9	67.2	Ziebach			Obion		5
Tillameek						State rotar	303.0	01.2	& retach		33.3	Overton		
Umatilla				1 3.0	70.0	SOUTH		1	State Total	123.5	62.8	Perry		3
Omatina		41.0	Venange	13.1	70.1	DAKOTA		1	State rotal	120.0	02.0	Pickett		6
Union	3.1	57.4			4	Armstrong	1	1	TENNESSEE			Polk		6
Wallowa		-				Aurora		50.0	Anderson	10.4	68.9	F.018	1	
Wasco						Beadle			Bedford		1	Putnam	4.7	
Washington						Bennett			Benton			Rhea		
Wheeler					3	Bon Homme			Bledsoe			Roane		1
Yamhill	4.					Brookings			Blount			Robertson		
	4.0	40.1	_	00.1	91.2	- Brown		1	Bradley		1	Rutherford		
State Tetal	396.	68.0	State Total	2917.7	89.9	Brule		1	Campbell		1	Scott		1
June Posti	300.	00.0	ounce rount	-	00.0	- Buffale	.1		Cannon			Sequatchie		
PENNSYLVANI	A					Butte			Carroll			Sevier		1
Adams		81.3	RHODE ISLAN	o			-	30.10	Carter			Shelby		
Allegheny	400		Inc.		92.2	Campbell	4	50.0		1	00.0	0 111		1
Armstrong						Charles Mix			Cheatham	1.6	80.0	Smith	1 2.0	1
Beaver						Clark						Stewart	1.2	1
Bedford	10.					Clay			Claiborne			Sullivan		
Berks	70.					Codington						Sumner		1
Blair				-		- Corson						Tipton		
Bradford				229.3	93.7				Coffee		1	Trousdale		
Bucks				-	-	- Davison			Crockett		1	Unicoi	2.2	
Butler	26.					Day				1.8		Union		
	1		SOUTH			Deuei		1				Van Buren		
Cambria	51.	90.2				1	1		Decatur			Warren		
Cameron	1.			3.0	8 64.3	Dewey		36.4		1	36.4	Washington	12.2	
Carbon									De Kalb	1.6	61.5	Truckington,	14.4	
Centre	14.									3.2		Wayne	1.2	
Chester					1	Fall River							3.9	
Clarion											1			- 1
Clearfield	20.												5.3	
Clinton	7.1													
Columbia											1		4.0	
Crawford				1.3			1.0						679.6	

Estimates, 1/1/58, for States and Counties

STATE	TV HOMES SM Est., 1/1/58		STATE	TV HOMES Est., 1/1/58		STATE	TV HOMES Est., 1/1/58		STATE	TV HOMES Est., 1/1/58		STATE	TV HOMES Est., 1/1/58	
COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	All	COUNTY	No. of Homes (thous.)	% of All Homes	COUNTY	No. of Homes (thous.)	% of	COUNTY	No. of Homes (thous.)	% of All Home
TEXAS			Culberson	.4	80.0	Hockley	4.5	75.0	Midland	15.1	91.5	Tarrant	147.9	85.9
Anderson	4.1	50.6	Dallam	2.0	83.3	Hood	1.1	84.6	Milam	2.4	44.4	Taylor	19.1	77.6
Andrews	1.9	63.3	Dallas		90.6	Hopkins	3.0	50.0	Mills	1.1	78.6	Terrell	.3	33.3
Angelina	6.8	59.1	Dawsen	3.6	59.0	Houston	2.5	49.0	Mitchell	3.2	78.0	Terry	2.9	69.0
Araneas	.8	72.7	Deaf Smith	1.9	57.8	Howard	6.9	73.4	Montague	3.5	77.8	Throckmorton	.6	66.7
Archer	1.0	58.8	Delta	1.0	55.6	Hudspeth	.5	50.0	Montgomery	5.1	72.9	Titus	1.9	48.4
Armstrong	.3	75.0		****		Hunt	10.1	80.8				Tom Green	13.2	61.4
Atascosa	3.2	68.1	Denten	10.0	80.0	Hutchinson	10.1	95.3	Moore	6.1	79.2	Travis	38,4	74.0
Austin	2.3	59.0	De Witt	3.4	54.8	Irian	.2	50.0	Morris	1.8	75.0	Trinity	1.4	60.9
Bailey	1.9	86.4	Dickens	.8	47.1	Jack	1.4	73.7	Motley	.8	50.0	Tyler	1.8	62.1
Bandera	.9	75.0	Dimmit	.7	29.2	Jackson	2.1	58.3	Nacogdoches	3.5	43.8	Upshur	3.1	64.6
			Donley	1.0	66.7				Navarro	8.3	78.3			
Bastrop	2.4	49.0	Duval	1.9	59.4	Jasper	3.2	60.4	Newton	1.3	86.5	Upton	1.0	62.5
Bayler	1.0	58.8	Eastland	3.7	56.9	Jeff Davis	.3	80.0	Nolan	4.0	86.7	Uvalde	2.3	47.9
Bee	4.5	73.8	Ector	17.2	73.2	Jefferson	63.4	92.2	Nueces	55.0	81.2	Val Verde	1.5	30.6
Bell	17.7	73.4	Edwards	.3	37.5	Jim Hogg	.5	45.5	Ochiltree	1.2	60.0	Van Zandt	4.2	80.8
Bexar		88.4	Ellia	10.3	82.4	Jim Wells	5.1	63.0	Oldham	.2	50.0	Victoria	6.4	57.7
Blanco	.7	63.6		10.0	04.4	Johnson	9.7	87.4	O tomani,		00.0	Walker	2.4	58.5
Borden	.1	50.0	El Paso	68.1	95.1	Jones	3.9	62.9	Orange	12.3	72.8	Waller	2.3	76.7
Bosque	1.8	62.1	Erath	3.0	62.5	Karnes	2.1	53.8	Palo Pinto	5.0	83.3	Ward	3.0	63.8
Bowie	13.3	64.9	Falls	3.8	58.5	Kaufman	5.3	74.6	Panoia	1.5	35.7	Washington	2.9	58.0
Brazoria	15.5	89.6	Fannin	3.7	50.7	Kendall	1.2	75.0	Parker	5.7	77.0	Webb	9.2	60.5
	10.0	00.0	Fayette	2.9	50.9	***************************************	1	1010	Parmer	.9	80.0	***************************************	0.12	00.0
Brazes	6.3	50.8	Fisher	1.5	62.5	Kenedy			Pecos	1.5	55.6	Wharton	6.0	61.2
Brewster	.9	47.4	Floyd	1.9	67.9	Kent	.2	50.0	Polk	2.2	59.5	Wheeler	1.0	43.5
Briscoe	.5	55.6	Foard	6	54.5	Kerr	2.1	48.8	Potter	35.6	93.9	Wichita	27.8	79.0
Brooks	2.1	70.0	Fort Bend	8.6	78.6	Kimble	.6	50.0	Presidio	.5	35.7	Wibarger	3.7	63.8
Brown		40.9	Franklin	.7	53.8	King	.1	50.0	Rains	.4	88.7	Willacy	2.8	43.8
Burleson	1.5	51.7	r rankim		93.0	Kinney	.1	20.0	realis	9	00.7	Williamson	6.4	64.0
Burnet	1.8	66.7	Freestone	1.8	51.4	Kleberg	5.3	75.7	Randall	5.1	73.9	Wilson	2.4	77.4
Caldwell	2.8	60.9	Frio	2.0	74.1	Knex	1.6	61.5	Reagan	.5	55.6	Winkler	1.9	55.9
Calhoun	1.3	40.6	Gaines	1.6	88.7	Lamar	4.1	31.8	Real	.3	42.9	Wise	3.2	76.2
Callahan	1.2	54.5	Galvesten	31.4	84.9	Lamb	4.4	75.6	Red River	2.1	42.0	Wood	2.7	55.1
			Garza	1.3	72.2				Reeves	2.4	49.0			
Cameron	24.2	57.6	Gillespie	1.3	41.9	Lampasas	1.8	62.1	Refugio	1.3	50.0	Yoakum	.9	80.0
Camp	1.4	60.9	Glasscock	.1	50.0	La Saile	.9	50.0	Roberts	.1	33.3	Young	2.7	60.0
Carson		77.8	Goliad	.8	61.5	Lavaca		57.4	Robertson	2.3	48.9	Zapata	.2	20.0
Cass	4.2	71.2	Gonzales	3.4	63.0	Lee	1.3	56.5	Rockwall	1.1	78.6	Zavala	1.2	44.4
Castro		57.1	Gray	6.3	68.5	Leon		46.2	Runnels	2.4	55.8			****
Chambers		86.4				Liberty		87.2			00.0	State Total	2035.6	77.1
Cherokee		47.9	Grayson	17.2	69.1	Limestone	3.3	60.0	Rusk	6.5	53.7			
Childress		46.7	Gregg	15.0	69.4	Lipscomb	.5	45.5	Sabine	1.1	61.1			
Clay		78.3	Grimes	2.1	81.8	Live Oak		57.9	San Augustine	.8	47.1			
Gochran	1.5	83.3	Guadalupe		75.3	Liano		37.5	San Jacinto	.8	50.0	UTAH		
	1	-010	Halo		72.0		1		San Patricio	7.0	70.7	Beaver	.6	80.0
Coke	.7	58.3	Hall	1.6	57.1	Loving		1	San Saba		40.9	Box Elder	5.0	83.3
Coleman	2.2	64.7	Hamilton	1.7	60.7	Lubbock		77.5	Schleicher	.2	28.6	Cache	7.7	77.8
Collin	10.6	80.3	Hansford		83.3	Lynn		67.9	Scurry		86.3	Carbon	3.6	50.7
Collingeworth		42.9	Hardeman	1.9	63.3	McGulloch		48.7	Shackelford	.6	54.5	Daggett	0.0	-
Colorado		55.1	Hardin	3.3	57.9	McLennan		84.8	Shelby		38.9	Davis	11.9	85.0
Comai		63.3		1	1	McMullen		50.0	1	1		Duchesne	1.0	58.8
Comanche		47.2	Harris	324.1	91.8	Madison		41.2	Sherman	5	71.4	Emery	.9	64.3
Concho		38.5	Harrison		66.7	Marion		81.8	Smith	15.7	65.4	Garfield	.1	14.3
Cooke		82.4	Hartiey		80.0	Martin		57.1	Somervell		62.5	Grand	.5	38.5
Coryell		68.7	Haskell	2.2	1	Mason		50.0	Starr		41.9		1	30,0
Tan James Control of the Control of	1		Hays				1 "	30.0	Stephens	2.2	62.9	Iron	.9	32.1
Cottle	5	35.7	Hemphill			Matagorda	4.3	58.9	Sterling	.2	68.7	Jush		50.0
Crane			Henderson			Maverick		32.3	Stonewall		77.8	Kane		16.7
Crockett		1	Hidalgo		57.9	Medina		73.9	Sutten		30.0	Millard	1.2	54.5
		1 90.0		A married	91.4	Menard		36.4	Swisher		62.5	Morgan	1 116	1 04.0

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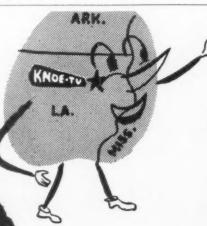
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STATE and COUNTY	TV HOMES Est., 1/1/88		STATE	TV HOMES Est., 1/1/56		STATE	TV HOMES Est., 1/1/58		STATE	TV HOMES Est., 1/1/58		STATE	TV HOMES SM Est., 1/1/50	
	No. of Homes (thous.)	% of	COUNTY	Ne. of Homes (thous.)	% of	COUNTY	No. of Hames (thous.)	% of	COUNTY	No. of Homes (thous.)	% of	COUNTY	No. of Homes (thous.)	% of All Home
lute			Frederick	7.9	81.4	Asotin	2.5	61.0	Mercer	13.6	70.1	Marinette	6.9	68.3
lich	.4	80.4	Giles	3.8	76.0	Benton	9.7	45.1	Mineral	2.9	51.8	Marquette	1.6	59.3
alt Lake	97.0	94.5	Gloucester	2.3	76.7	Chelan	8.2	57.3	Mingo	9.0	81.1	Milwaukee	303.4	98.5
an Juan	.2	15.4	Goochland	1.3	76.5	Claliam	7.0	76.9						
anpete	1.8	54.5	Grayson	2.9	50.9	Clark	22.0	79.7	Monongalia	12.8	79.0	Monroe	5.7	86.3
			Greene	.7	53.8	Columbia	1.0	62.5	Monroe	1.8	60.0	Oconto	6.2	84,1
evier	1.6	51.6	Greensville	2.5	62.5	Cowlitz	10.7	56.3	Morgan	1.2	57.1	Oneida	3.9	58.
ummit	1.0	71.6	Halifax	6.6	69.5	Douglas	1.5	33.3	Nicholas	4.5	68.2	Outagamie		89.
ooele	3.9	72.4	Hanover	4.0	67.8	Ferry	.7	63.6	Ohio	21.8	96.5	Ozaukee	7.1	92.
lintah	1.3	52.0	Henrico		92.6				Pendleton	.9	45.0	Pepin	1.5	71.
tah	22.5	84.0	Henry	9.6	72.7	Franklin	4.6	63.9	Pleasants	1.1	78.6	Pierce	4.3	69.
Vasatch	1.0	76.9	Highland	.5	62.5	Garfield	.7	77.8	Pecahontas	1.4	15.9	Polk	6.6	89.
Vashington	1.2	44.4	Isle of Wight	2.1	56.8	Grant	8.3	57.6	Preston	4.4	58.7	Portage	5.9	62.
Vayne	.1	33.3	James City	2.5	89.3	Grays Harbor	10.6	55.5	Putnam	4.1	80.4	Prince	2.5	54.
Veber	25.7	84.5	King and Queen	1.0	71.4	Island	3.6	83.7						
			King George	1.0	58.8	Jefferson	1.9	79.2	Raleigh		59.0	Racine	34.7	93.
State Total	192.4	82.6	King William	1.5	78.9	King	246.1	84.2	Randolph	3.5	48.6	Richland	3.2	59.
						Kitsap	22.3	84.5	Ritchie		42.9	Rock	25.4	77.
			Lancaster	1.7	73.9	Kittitas	3.2	52.5	Roane	2.2	59.5	Rusk	2.8	62.
ERMONT			Lee	3.4	45.9	Klickitat	2.0	47.6	Summers	2.6	61.9	St. Croix	6.9	87.
ddison	3.6	73.5	Loudoun		90.7				Taylor		58.1	Sauk	9.3	82.
lennington	6.4	86.5	Louisa		72.4	Lewis	9.0	60.4	Tucker	1.1	50.0	Sawyer	1.7	58.
aledonia	4.6	67.6	Lunenburg		51.4	Lincoln	2.5	71.4	Tyler	1.7	70.8	Shawane	6.2	64.
hittenden		97.2	Madison		57.1	Mason	4.0	80.0	Upshur		56.3	Sheboygan	23.4	88.
888X		88.2	Mathews		88.2	Okanogan	4.9	55.7	Wayne	5.9	69.4	Taylor	2.4	51.
ranklin		79.7	Mecklenburg	5.2	65.0	Pacific	2.6	47.3						
Grand Isle		87.5	Middlesex		84.2	Pend Oreille	1.3	54.2	Webster		56.4	Trempealeau	4.7	69.
amoille		85.7	Montgomery	9.1	86.7	Pierce	77.9	82.5	Wetzel		65.2	Vernon	3.9	52.
Orange		68.2				San Juan	.9	81.8	Wirt		58.3	Vilas	1.7	58.
Orleans	4.8	88.9	Nansemond		71.2	Skagit	10.5	66.9	Wood		60.5	Walworth	13.7	91.
			Nelson		68.8	Skamania	1.1	61.1	Wyoming	6.4	69.6	Washburn	2.2	68.
Rutland		72.7	New Kent		70.0							Washington	9.7	94.
Washington		85.1	Newport News			Snohomish		83.5	State Total	381.3	74.0	Waukesha	31.6	89.
Windham		56.3	Norfelk			Spokane		85.3	-	-		Waupaca	9.6	91.
Windsor	7.2	59.5	Northampton			Stevens	3.8	89.4				Waushara	2.3	54.
			Northumberland.		70.8	Thurston	12.2	75.3	WISCONSIN			Winnebage	25.8	84.
State Total	82.2	78.2	Nottoway			Wahklakum	.6	60.0	Adams		48.0			
	-		Orange			Walla Walla	5.9	45.4	Ashland		61.8	Wood	10.4	67.
			Page	2.6	66.7	Whatcom	14.4	58.5	Barron		63.9			
VIRGINIA						Whitman		56.0	Bayfield		50.0	State Total	929.0	83.
Accomac			Patrick			Yaklma	32.4	69.5	Brown		92.7			
Albemarle			Pittsylvania			According to	074.0		Buffalo		67.4			-
Alleghany			Powhatan			State Total	674.6	75.7	Burnett			WANTER		
Amelia			Prince Edward						Calumet			WYOMING		
Amherst			Prince George			MEGA			Chippewa			Albany		39.
Appomattox			Princess Anne			WEST			Clark	5.4	00.0	Big Horn		37.
Arlington			Prince William			VIRGINIA	0.	40.7	Columbia	20		Campbell	.4	30
Augusta			Pulaski			Barbour		48.7	Columbia			Carbon	1	55
Bath			Rappahannock			Berkeley			Crawford			Converse	.8	
Bedford	4.4	57.9	Richmond	1.3	92.9	Boone			Dane			Crook	.5	
Dland			Bassalin	90 4	00.0	Braxton			Dodge			Fremont		
Bland			Roaneke						Door			Goshen	1.4	
Botetourt			Rockbridge			Cabell			Douglas			Hot Springs		
Brunswick	2.6		Rockingham						Dunn			Johnson	.5	35
Buchanan			Russell						Eau Claire			Lorente	44.0	1
Buckingham			Scott						Florence			Laramie		1
Campbell			Shenandoah				. 13.6	66.3	Fond du Lac	17.3	83.2	Lincoln		
Caroline			Smyth									Natrona		
Carroll			Southampton						Forest			Niobrara		
Charlotte			Spotsylvania						Grant	7.8		Park		
Charles City		66.7	Stafford	. 2.1	63.6				Green	. 5.3		Platte		
01			0			Hampshire			Green Lake			Sheridan		
Chesterfield									lowa			Sublette	3	
Clarke			Sussex						Iron			Sweetwater		
Craig			Tazewell						Jackson			Teton	4	50
Culpeper									Jefferson					
Cumberland			Washington						Juneau			Uinta	8	
Dickenson			Westmoreland.				. 63.5	90.2	Kenosha	. 24.0	92.0	Washakie		
Dinwiddie			Wise									Weston	. 1.2	6
Essex									Kewaunee			Yellowstone		
Fairfax				3.	82.6				La Crosse			National Park.		
Fauquier	. 4.	4 77.2				- Logan			Lafayette					-
			State Total	. 763.	8 77.8				Langlade			State Total	. 45.6	4
man and	. 1.	3 48.1				- Marion		76.4	Lincoln	. 4.	3 66.2		-	-
Floyd Fluvanna		0 58.8	WASHINGTON			Marshall	. 8.1	90.0	Manitowoc	18.	7 90.8	United States		

Estimates, 1/1/58, for Metropolitan Areas

	J	OMES 1/1/88	ADEA	TV HOMES Est., 1/1/88		AREA	Est., 1/1/58		AREA	TV HOMES Est., 1/1/58		AREA	TV HOMES Est., 1/1/58	
	No. of Homes (thous.)	% of All Homes	AREA	No. of Homes (thous.)	% of All Homes	Anea	No. of Homes (thous.)	% of All Homes	Ansa	No. of Homes (thous.)	% of All Homes	Ansa	No. of Homes (thous.)	% of All Homes
Abilene, Tex	19.1	77.6	Bridgeport,			Decatur, III	27.3	75.8	Hampton-New-			Louisville, Ky	199.0	94.4
Akron, Ohio	145.3	97.6	Stamford-						port News-			Lubbock, Tex	37.1	77.5
Ilbany, Ga	12.0	74.6	Norwalk, Conn.	160.8	91.0	Denver, Colo	207.1	84.5	Warwick, Va	46.5	94.5	Lynchburg, Va	16.6	75.5
Albany-			Bremerten,			Des Moines, Iowa	79.9	95.9	Harrisburg, Pa	90.2	92.2	Macon, Ga	32.7	69.4
Schenectady-			Wash	22.3	84.5	Detroit, Mich	1078.7	98.0	Hartford-New			Madison, Wisc	45.9	78.1
Troy, N. Y	162.6	90.9	Bristol-Jehnson			Dubuque, Iowa	18.4	88.9	Britain, Conn	175.8	94.3	Manchester,		
Albuquerque,			City-Kingspert,			Duluth-Superior,			Houston, Tex	324.1	91.8	N. H	42.8	87.0
N. M	46.2	73.4	TennVa	36.9	61.7	Minn	69.8	83.3	Huntington,			Manitowec-Two		
Alexandria, La	20.1	67.2	Brockton, Mass	65.1	96.4	Durham, N. C	24.2	82.0	W. Va			Rivers, Wisc	18.7	90.8
Allentown-					1	Eau Claire, Wisc	24.3	81.0	Ashland, Ky	68.2	92.4	Mansfield, Ohio	29.3	91.8
Bethlehem-			Brownsville-			El Paso, Tex	68.1	95.1	Huntsville, Ala	13.2	58.7	Marion, Ind	20.4	90.3
Easton, Pa	123.4	93.0	Harlingen-Mc-			Elkhart, Ind	23.1	75.2	Hutchinson,			Marien, Ohie	16.5	92.2
Altoona, Pa	38.3	91.0	Allen, Tex	61.3	57.8	Elmira, N. Y	27.2	87.7	Kans	18.1	92.3	Mason City, Iowa	14.7	90.2
Amarillo, Tex	40.7	90.8	Buffalo, N. Y	361.3	94.0				Indianapolis, Ind.,	193.3	95.6	Memphis, Tenn	140.1	89.4
Anderson, Ind	35.8	94.5	Burlington, Vt	17.6	97.2	Enid, Okla	11.6	73.9	Jackson, Mich	34.2	92.7	Miami, Fla	243.5	98.9
			Butte-Anaconda,			Erie, Pa	64.0	91.8	Jackson, Miss	35.5	77.0	Michigan City,		
Ann Arbor, Mich	40.7	94.0	Mont	19.5	73.9	Eugene, Ore	38.3	75.7	Jacksonville, Fla.,	100.6	85.3	Ind	24.6	91.8
Anniston, Ala	16.6	68.9	Canton, Ohio	86.1	90.8	Evansville, Ind	52.0	76.1	Jamestown, N. Y.	40.5	86.9			
Appleton, Wisc	22.9	89.5	Cedar Rapids,		1	Everett, Wash	38.9	83.5	Johnstown, Pa	68.7	86.9	Middletown,		
Asheville, N. C	23.8	65.6	lowa	36.6	92.9	Fall River-New						Conn	21.1	94.6
Atlanta, Ga			Champaign-			Bedford, Mass.,	109.0	90.5	Joplin, Mo	29.4	78.4	Midland, Tex	15.1	91.5
Atlantic City.	-		Urbana, III	29.2	87.7	Fargo, N. D	16.8	88.6	Kalamazoo,			Milwaukee, Wisc.	335.0	97.6
N. J	42.8	94.7	Charleston, S. C.		83.0	Fayetteville,	1		Mich	45.1	94.9	Minneago'is-St.	1	
Auburn, N. Y			Charleston,		-	N. C	15.5	55.0	Kankakee, III	20.1	91.4	Paul, Minn	380.8	94.8
Augusta, Ga			W. Va	77.1	84.8	Flint, Mich	91.9	87.7	Kansas City, Mo.,		95.0	Mobile, Ala	58.7	76.7
Austin, Tex	. 38.4		Charlotte, N. C.	62.4		Florence-Shef-	-	-	Kenesha, Wisc	24.0	92.0	Modesto, Cal	31.9	69.2
Bakersfield, Cal.					-	field-Tuscum-			Knoxville, Tenn		86.8	Monroe-West	1	
Danier Gridery Court			Chattaneoga,	İ		bla-Muscle			Kokomo, Ind	18.2		Menree, La	18.7	73.3
Baltimore, Md	407.0	91.5	Tenn	61.1	73.3	Shoais, Ala	11.7	42.5	La Crosse, Wisc.	14.7		Montgomery, Ala		83.6
Bangor, Me			Cheyenne, Wyo.					1	Lafayette, Ind	17.7	1	Muncie, Ind		88.5
Baton Rouge,	-		Chicago, Ill		1	Fort Lauderdale.	1		Lafayette, La			Muskegon, Mich.		96.5
La	. 49.1	78.5	Cincinnati, Ohio.			Fla	70.0	95.4	Lake Charles, La			The state of the s		-
Battle Creek,	. 40.	10.0	Clarksburg.		-	Fort Smith, Ark			Lakeland, Fla			Nashville, Tenn.,	94.6	90.2
Mich	. 37.	90.0	W. Va	12.8	55.6	Fort Wayne, Ind.			Lancaster, Pa			New Castle, Pa.	-1	90.4
Bay City, Mich.			Cleveland, Ohio.			Fort Worth, Tex.			Lansing, Mich			New Haven-		-
Beaumont-Port	20.1	01.1	Clinton, Iowa		1	Fresno, Cal		1	Laredo, Tex			Waterbury,		
Arthur, Tex	. 63.	92.2	Colorado Springs		30.0	Gadsden, Ala			Las Vegas, Nev			Conn	. 168.7	91.
Bellingham.	. 00.		Colo	7.1	67.8	Galesburg, Ill		1	Lawton, Okla			New London-		-
Wash	. 14.	4 58.5	Columbia, S. C.	1	1	Galveston, Tex.		1	Lebanon, Pa			Nerwich, Conr	41.9	84.3
Beloit-Janesville			Columbus, Ga			Gastonia, N. C			Lewistewn-	29.1	04.4	New Orleans, La		93.
Wisc		4 77.4	Colonioss, Gar.	101	00.0	Grand Forks,		10.1	Auburn, Me	. 22.2	91.0	New York-N. E.	-	-
Benton Harbor-			Columbus, Ohio	. 190.	99.4	N. DE. Grane	d		Lexington, Ky		1	New Jersey	1	1
St. Joseph,	1		Corpus Christi,		0011	Forks, Minn		84.1	and any region		0017	(N. Y. Portion)	2979.2	92.
Mich	42.	6 93.6		. 55.	0 81.2			01.1	Lima, Ohio	. 28.	90.6			32.
Billings, Ment.		-	Cumberland, M				97.0	93.9						1
anningo, mone.	10.	00.1	Dallas, Tex				97.1	00.0	Little Rock-North		00.0	(N. J. Portion	1052.2	90.
Biloxi-Gulfport.	-		Danville, III		- 1		14.	6 83.2	1			Newark, Ohio		
Miss		1 63.7								60.	5 79.0		22.1	00
Binghamton,	19.	03.7	Davenport, lows		. 00.3	Greensbore-Hig		32.1	Longview, Tex.				147.1	91.
	56	8 91.3				Point, N. C		2 91.7		10.	09.4	Odessa, Tex		
N. Y		-		70	0 96.3					84	9 95.8		11.4	10.
Birmingham, Ai Bioomington, III										54.	00.0	Ogden, Utah	25.	7 84
					38.4		u 19.	2 /0.5				Oklahoma City,		94
Boise, Idaho					9 56.0	Hamilton-Mid- dletown, Ohio	48.	6 94.4	Long Beach,	1863	7 88.4			2 91
Boston, Mass	/98	er 1 mil.4	Fla	18	.σ : σ6.t	dietown, Ohio	9 48.	0 34.4	Cal	1003.	1 : 00.4	V Ukia	119.	E 1 9

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It's MONROE And Much MORE When You Buy KNOE-TV

Monroe and its immediate trade area represent a tremendously rich market, with one of the highest family income averages in the nation, but that's just the start when you buy powerful KNOE-TV. This powerful VHF voice booms into 56 counties in Arkansas, Louisiana and Mississippi where 296,520 homes have TV sets . . . and over 150,000 of those sets are reached only by KNOE-TV. The population is 1,520,100 and the power sets are reached only by KNOE-TV. ... spendable income \$1,761,169,000. May we tell you more?

PAUL H. GOLDMAN V.-Pres. & Genl. Mgr. H-R Television, Inc.

Channel 8 Monroe, Louisiana • A James A. Noe Station National Representative

SALES MANAGEMENT

TV Homes and % of Homes Covered by TV-(Cont'd)

Estimates, 1/1/58, for Metropolitan Areas

AREA	TV HO		AREA	TV H		AREA	TV HO	D	AREA	TV HO	D	AREA	Est., 1	/1/58
- Common	No. of Homes (thous.)	% of All Homes	Anca	No. of Homes (thous.)	% of All Homes	Anea	No. of Homes (thous.)	% of All Homes	Anex	No. of Homes (thous.)	% of Ail Homes		No. of Homes (thous.)	% of All Home:
Omaha, Nebr	120.5	94.3	Provo. Utah	22.5	84.0	San Diego, Cal	262.1	87.9	Tacoma, Wash	77.9	82.5	Wichita Falls,		
Orlando, Fla	51.3	77.8	Pueblo, Colo	20.1	64.0	San Francisco-			Tallahassee, Fla	6.7	42.9	Tex	27.8	79.0
Oshkosh, Wisc	25.8	84.9	Quincy, III	19.4	91.1	Oakland, Cal	764.2	85.4	Tampa-St.			Wilkes-Barre-		
Owensboro, Ky	13.9	70.2	Racine, Wisc	34.7	93.5	San Jose, Cal	135.2	83.6	Petersburg,			Hazieton, Pa	91.0	87.2
Paducah, Ky	12.9	58.6	Raleigh, N. C	31.1	77.4	Sandusky, Ohio	17.0	88.5	Fla	183.9	93.1	Williamsport, Pa	21.8	69.4
Parkersburg, W.V.	13.8	60.5	Rapid City, S. D	9.5	50.5	Santa Barbara,			Temple, Tex	17.7	73.4	Wilmington, Del	89:8	93.4
Pasco-Kenne- wick-Richland,			Reading, Pa	70.9	88.4 86.5	Cal	28.5	77.0	Terre Haute, Ind. Texarkana, Ark	33.5	96.8	Wilmington, N. C. Winston-Salem,	13.1	62.1
Wash	14.3	49.8			1	Santa Rosa, Cal	34.1	73.3	Tex	21.8	70.1	N. C	43.8	89.6
Pensacola, Fla	33.6	78.1	Richmond, Va	96.2	91.8	Sarasota, Fla	12.5	71.0	Toledo, Ohio	137.0	95.9	Worcester, Mass.	150.4	93.4
			Richmond, Ind	19.0	81.5	Savannah, Ga	42.2	82.4	Topeka, Kans	38.6	92.1	Yakima, Wash	32.4	69.5
Peoria, III	82.3	94.5	Roanoke, Va	38.1	93.2	Scranton, Pa	66.2	90.7	Trenton, N. J	65.9	91.9	York, Pa	60.1	91.2
Petersburg-	1		Rochester, N. Y	161.6	90.7	Seattle, Wash	246.1	84.2	Tucson, Ariz	54.4	79.2	Youngstown, Ohio	159.1	93.9
Hopewell, Va	20.5	85.1	Rochester, Minn.		94.3	Sheboygan, Wisc.	23.4	88.0	Tulsa, Okla	105.6	98.5			
Philadelphia, Pa.	1135.0	90.9	Rockford, Ill	52.6	90.1	Shreveport, La		87.7		1		Zanesville, Ohio	18.7	77.6
Phoenix, Ariz	137.9	86.7	Sacramento, Cal.	118.5	88.4	Sioux City, Iowa	33.3	92.8	Tyler, Tex	15.7	65.4			-
Pittsburgh, Pa	651.0	94.1	Saginaw, Mich	48.6	92.0	Sioux Falls, S. D.	24.7	92.9	Utica-Rome.			Total Standard	1	
Pittsfield, Mass	37.7	90.2	St. Cloud, Minn.		81.1	South Bend, Ind.	67.5	94.5	N. Y	82.4	92.6	Metropolitan		
Port Huron,	1	1	St. Joseph, Mo.	28.0	86.4		1	-	Waco, Tex	35.6	84.8	Areas	28519.4	91.1
Mich	27.8	92.4	St. Louis, Mo	585.8	96.8	Spartanburg,			Washington,	500.3	92.6			-
Portland, Me	48.9	92.1				S. C	26.6	63.0	Waterloo, lowa	32.7	92.4	Total Potential	1	
Portland, Ore	229.6	81.4	Salem, Ore	26.6	63.9	Spokane, Wash	77.7	85.3	Watertown, N. Y.	20.9	77.7	Metropolitan		
Portsmouth, Ohio	0 28.2	90.1	Salt Lake City. Utah	97.0	94.5	Springfield, III	35.6	78.2	Wausau, Wisc West Palm	15.2	65.2	Areas	. 2615.6	77.1
Poughkoepsie-		1	San Angelo, Tex.			oke, Mass	127.6	90.2	Beach, Fla	51.6	90.5	Total All Metro-		
Newburgh-			San Antonio, Tex			Springfield, Mo		93.0	Wheeling, W. Va.			politan Areas	. 31135.0	0 89.7
Beacon, N. Y.	. 84.6	89.4	San Bernardino-	1	1	Springfield, Ohio		93.9	Steubenville,				-	-
Providence-Paw-			Riverside-On-			Stockton, Cal	57.9		Ohio	96.5	94.0	United States		
tucket, R. I	197.8	94.0	tario, Cal	185.0	80.6	Syracuse, N. Y.	111.3		Wichita, Kans		91.3	Total	41975.	2 63.

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Sales Management's 2nd Annual

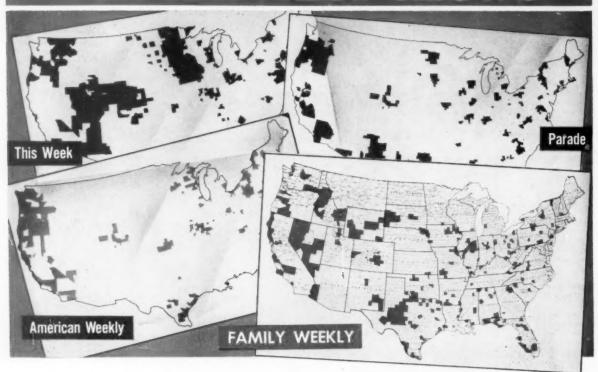
SURVEY OF INDUSTRIAL BUYING POWER

July 10, 1958

On July 10 last year, Sales Management created a major marketing "breakthrough" with the first annual Survey of Industrial Buying Power... adding significantly to the quantity, quality and regularity of Sales Management's editorial service to industrial sales and marketing executive subscribers.

Sales-minded executives were quick to <u>buy</u> thousands of additional copies for immediate use. Federal agencies and important management organizations hailed the Industrial Survey as a vital contribution: NIAA, for example, distributed copies to its 4,300 members; the Research Institute of America cited it in a report to management under the heading, "Going Beyond the Census Figures." And, as the Institute pointed out, the upcoming July 10, 1958 edition "will be considerably more valuable because it will list number of plants and employment by '4-digit' industries at the county level."

See Pages 112, 113



... how FAMILY WEEKLY'S circulation pattern of unduplicated markets COMPLEMENTS any supplement schedule.

Buy Parade, American Weekly or This Week, or any combination of them . . . then

add Family Weekly

. . . and you add over four million unduplicated circulation that hits with local impact in America's Mighty Middle Markets.

FAMILY WEEKLY's saturation 14.4% of all U.S. retail sales—embracing coverage through strategically located Sunday newspapers has created the largest market in the world that can be reached in such depth with a single advertising medium.

As of March 31, 1958 the giant FAMILY WEEKLY Supercity accounts for over an area where one dollar out of every \$6.93 spent at retail in the country is spent. Your FAMILY WEEKLY representative will gladly show you the acetate coverage maps developed by FAMILY WEEKLY's research department to show the picture of Sunday supplement coverage.



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Leading Counties Section

The county is undoubtedly the best and most flexible geographic unit available for the definition of market areas, and unlike metropolitan areas or cities, all counties account for 100 per cent of the nation's population, income and retail sales. For this reason, any marketing breakdown of the nation is usually done by counties.

The 1950 Census tabulated results for 3,070 counties, 29 independent cities, the District of Columbia, and parts of Yellowstone National Park in Idaho, Montana and Wyoming. SALES MANAGEMENT considers Yellowstone National Park and the District of Columbia as counties, and includes independent cities in their counties.

Thus, the independent city of Baltimore is included with the county of Baltimore, the independent city of St. Louis is included with St. Louis county, and similar treatment is given to all the independent cities of Virginia. In this way, we established 3,072 basic county units accounting for the U.S. totals in 1950.

However, the following changes in county definitions have taken place since April, 1950. Armstrong county in South Dakota has lost its separate identity, and has been merged with Dewey county, reducing the total county count to 3,071. In 1952, the counties of Elizabeth City and War-

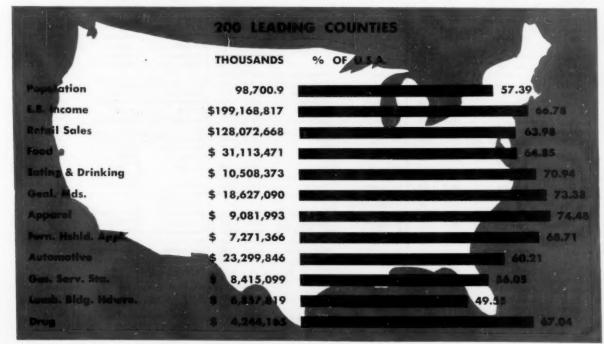
wick of Virginia elected to change their status to that of independent cities, entitled respectively Hampton and Warwick. In effect, we now have the three independent cities of Hampton, Warwick and Newport News constituting a single metropolitan area but with no parent county in which to include them. We have grouped these three cities into a new county designation, which we call Newport News. This county has no legal existence, but permits the counties of Virginia to add up to the state totals.

The total count of counties in the 1958 Survey is therefore 3,070. In the rankings of the leading 200 counties, however, we treat the five counties of New York City as one.

Vast divergences characterize the economic behavior of these 3,070 counties, with a relatively small number accounting for the bulk of economic activity. For that reason, the rankings of the leading 200 counties shown below will be found quite adequate for the marketing needs of those who wish to concentrate their attention most profitably on the smallest number of separate county areas. In this respect the leading 200 counties will be found to approximate roughly the 168 standard metropolitan areas. Both account for not quite two-thirds of all retail sales.

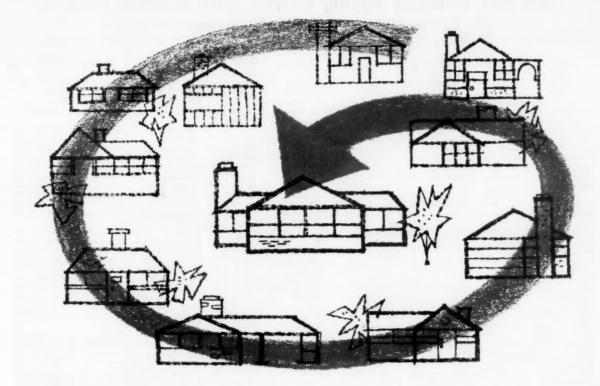
For each significant market factor, we show below the 200 leading counties with respect to that factor. The degree of centralization varies of course with each factor. The leading 200 counties with respect to population in 1957 accounted for 57.39 per cent of total population, but the leading 200 counties in general merchandise accounted for over 73.38 per cent of total general merchandise sales. The rankings per capita and per family income are restricted to the 200 counties leading in population, and the rankings of the 200 counties leading in retail sales per family are restricted to the 200 counties leading in total sales.

We also show rankings of the leading 200 cities with respect to population, income and retail sales. We offer these rankings with some hesitation since the use of city rankings must be hedged with qualifications. A city's ranking is heavily dependent on where its corporate limits are drawn. Generally speaking cities in the New England and Middle Atlantic regions have very little opportunity to expand by way of annexations (i.e. extensions of corporate limits), but cities in the Far West and Southwest find it easier to redefine their limits, thus often effecting drastic sudden alterations in their rankings.



Population and Rank, 200 Largest Counties Estimates, January 1, 1958, for the 200 counties leading in population

COUNTY	LEADING	POPULA- TION	Rank	COUNTY	LEADING	POPULA- TION	Rank	COUNTY	LEADING	POPULA- TION	Ran
STATE	CITY	Est. (in thousands)	in Group	and STATE	CITY	Est. (in thousands)	Group	and STATE	CITY	Est. (in thousands)	Gro
		tirousanus)				, -	-				-
lew York City (5 Counties), N. Y	New Year City	7,785,1	1	Onondaga, N. Y Bristol, Mass	Syracuse New Bedferd	401.0 397.6	68	Orange, Fia	Orlando Jehnstown	215.9 215.0	137 138
os Angeles, Cal	New York City Los Angeles	5,598.0	2	San Matee, Cal	San Matee	389.0	70	Morris, N. J	Marristown	211.5	139
ook, III	Chicago	4,944.8	3	Out mateu, cas	Gail Hiateo	309.0		Caddo, La.	Shreveport	211.0	140
fayne, Mich	Detrait	2,880.0	4	Luzerne, Pa	Wilkes-Barre	372.2	71		um utuput t	211.0	1.10
hiladelphia, Pa	Philadelphia	2,209.0	5	Passaic, N. J	Paterson	372.1	72	Dane, Wisc	Madison	208.1	141
llegheny, Pa	Pittsburgh	1,645.0	8	Centra Costa, Cal	Richmond	370.7	73	Lehigh, Pa	Allentown	207.2	142
uyahoga, Ohie	Cleveland	1,597.8	7	Davidson, Tenn	Nashville	370.2	74	Broome, N. Y	Binghamton	206.9	143
t. Louis, Mo	St. Louis	1,470.0	8	Genesee, Mich	Flint	355.8	75	Beaver, Pa	Beaver Falls	204.1	144
altimere, Md	Baltimore	1,403.8	9	Salt Lake, Utah	Salt Lake City	353.1	76	Hidalgo, Tex	McAllen	203.1	148
lassau, N. Y	Hempstead			Macomb, Mich	Mount Clemens.	382.0	77	Greenville, S. C	Greenville	201.0	146
	Township	1,233.5	10	Hillsberough, Fla	Tampa	351.1	78	Wyandette, Kans	Kansas City	200.6	147
Inesta Tau	Manatan	4 400 0	11	Camden, N. J	Camden	348.4	79	Charleston, S. C	Charleston	197.8	148
larris, Tex	Cambridge	1,180.3	12	Middlesex, N. J	New Brunswick.	343.8	80	Lorain, Ohio	Lorain	197.6	141
rie, N. Y	Buffalo		13	Kent, Mich	Grand Rapids	338.1	81	Travis, rea	Austin	195.6	104
Ailwaukee, Wisc	Milwaukee	1,832.1	14	Tulsa, Okia	Tulsa	337.6	82	Peoria, Ill	Peoria	193.2	151
ssex, N. J	Newark	991.9	15	Westmoreland, Pa	Greensburg	338.1	83	Chester, Pa	West Chester	193.1	15
an Diege, Cal	San Diege	906.4	16	Fresno, Cal	Freane	336.0	84	Schuylkill, Pa	Pettsville	192.8	15
ilameda, Cal	Oakland	882.9	17	Prince Georges, Md	Hyattsville	330.1	85	De Kalb, Ga	Decatur	190.7	15
ling, Wash	Seattle	880.0	18	Henrico, Va	Richmond	328.0	86	Trumbull, Ohio	Warren	190.5	15
Dallas, Tex	Dallas	853.0	19	Stark, Ohio	Canton	323.0	87	Northampton, Pa	Bethlehem	190.3	15
District of Columbia,			1	Sedgwick, Kans	Wichita	321.6	88	Fairfax, Va	Falls Church	190.0	15
D. C	Washington	838.8	20	Douglas, Nebr	Omaha	321.3	89	Newport News, Va	Newport News	187.9	15
				Pierce, Wash	Tacoma	316.3	90	Burlington, N. J	Burlington	187.1	15
lamilton, Ohio	Cincinnati	838.0	21					Monterey, Cal	Salinas	185.6	16
luffolk, Mass	Besten	826.6	22	Montgomery, Md	Rockville	305.0	91				
an Francisco, Cal	San Francisco	801.5	23	Monmouth, N. J	Asbury Park	298.8	92	Winnebago, III	Rockford	184.7	16
Oado, Fla	Miami	800.1	24	El Paso, Tex	El Paso	296.7	93	Saginaw, Mich	Saginaw	183.1	16
fennepin, Minn	Minneapolis	796.0	25	Mahoning, Ohio	Youngstown	288,9	94	Vanderburgh, Ind	Evansville	183.0	16
Vestchester, N. Y	Yenkers	786.0	26	Spokane, Wash	Spekane	278.9	95	Fayette, Pa	Uniontewn	182.9	16
Jergen, N. J	Hackensack	724.1	27	New Castle, Del	Wilmington	277.1	96	Paim Beach, Fla	West Palm		
Orleans, La	New Orleans	650.5	28	Kern, Cal	Bakersfield	278.5	97		Beach	180.4	10
Franklin, Ohie		645.3	29	Mobile, Ala	Mobile	278.4	98	Forsyth, N. C	Winston-Salem.	179.4	16
Hartford, Conn	Hartford	641.6	30	Bucks, Pa	Bristol	275.1	99	Butler, Ohie	Hamilton	179.4	16
Marion Ind	Indianapolis	640.0	31	Berks, Pa	Reading	270.0	100	Richland, S. C Orange, N. Y	Columbia Newburgh	177.7	16
Marion, Ind Hudson, N. J		634.7	32	Pinellas, Fla	St. Petersburg	288.9	101	Chatham, Ga		175.0 174.1	17
Dakland, Mich	Pontiac	631.0	33	Mercer, N. J	Trenten	265.4	102	Chatham, Ga	Gavaiman	174.1	
Jefferson, Aia		829.4	34	Riverside, Cal	Riverside	265.2	103	Kane, Iil	Aurora	173.0	17
New Haven, Conn		624.2	35	Mecklenburg, N. C			104	Anne Arundel, Md	Annapolis	173.0	17
Boxar, Tox		620.0	36	Albany, N. Y	Albany		105	Cumberland, Me	Portland	172.7	17
Fairfield, Conn		603.5	37	Lake, Ill	Waukegan		106	Cameron, Tex	Harlingen	172.0	17
Jackson, Me		602.1	38	Polk, Iowa	Des Moines		107	Lubbock, Tex			17
Jefferson, Ky		590.5	39	Kanawha, W. Va	Charleston	255.5	108	New London, Conn	New London	189.9	17
Previdence, R. I	Providence	568.0	40	Pulaski, Ark	Little Rock	255.1	109	Polk, Fla	Lakeland	169.2	17
				Nueces, Tex	Corpus Christi	254.0	110	Hinds, Miss	Jackson		17
Wercester, Mass								Richmond, Ga	Augusta		17
Monroe, N. Y				Lackawanna, Pa			111	Jefferson, La	Gretna	168.4	11
Tarrant, Tex				Arlington, Va			112				
Suffolk, N. Y				Du Page, III			113	Schenectady, N. Y.	Schenectady	164.9	11
Essex, Mass				Hamilton, Tonn			114	Ventura, Cal	Ventura		1
Multnomah, Ore				Knox, Tenn			115	Hillsborough, N. H		164.4	1
Shelby, Tenn				Lancaster, Pa			116	Wake, N. C Montgomery, Ala	Raieigh		
Fulton, Ga			1	St. Clair, ill				Will, Ill	Montgomery		
Maricepa, Ariz Delaware, Pa				St. Joseph, Ind Erie, Pa				Washtenaw, Mich.,			
Delaware, Pa	. Unester	. 930.1	90	Pima, Ariz			1	Escambia, Fla	Pensacola		
Santa Clara, Cal	. San Jose	. 525.8	51	Filling Person.	. 1400001	. 200.0	120	Spartanburg, S. C	Spartanburg		
Denver, Cele				Oneida, N. Y	. Utica	238.0	121	Lane, Ore			
Montgomery, Ohio.				Broward, Fla					. auguno	1	1.
Orange, Cal				San Joaquin, Cal				Dutchess, N. Y	Poughkeepsie	159.5	1
Norfolk, Va				Jefferson, Tex				Kalamazoo, Mich			
Summit, Ohio				East Baton Rouge,				Muscogee, Ga			
Mentgemery, Pa				La	. Baton Rouge	. 230.7	125	Rock Island, Ill			
-	Township	. 480.4	57	St. Louis, Minn.,	. Duluth	. 225.1		Yakima, Wash			1
Lake, Ind			58	Guilford, N. C	. Greensbero			Roanoke, Va			1
Union, N. J				Bernalillo, N. M		. 224.1		Stanisiaus, Cal	. Modesto	149.3	3
Lucas, Ohio				Niagara, N. Y		. 223.7	129	Berrien, Mich	. Benton Harbor.		
				Washington, Pa		. 223.1	130	Chautauqua, N. Y			8
Norfolk, Mass	. Quincy	. 486.8	61					Tulare, Cal	. Visalia	146.7	7
San Bernardine, Cal			62	Allen, Ind						-	-
Sacramento, Cal		. 428.1		York, Pa				Total Above Countie			
Duval, Fla	. Jacksonville			Plymouth, Mass				% of U. S. A	.1	57.3861	1
											_
Ramsey, Minn Okiahoma, Okia				Madison, Ill					unty, with a popul	-	



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POPULATION*

(Standard Metropolitan Area)

New York14,330,000	Columbus645,300
San Francisco2,701,900	Indianapolis640,000
Pittsburgh2,408,300	Fort Worth565,600
Washington, D. C1,914,600	Memphis550,000
Cleveland1,719,100	Knoxville
Houston	El Paso295,700
Cincinnati1,056,500	Albuquerque224,100
Denver780,300	Evansville
	29,599,500

U. S. TOTAL

171,994,400 *Sales Management Estimates January 1, 1958

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CLEVELAND			*				Press	CINCINNATI					*	*			Post
PITTSBURGH							Press	KENTUCKY	*			×		×			Post
SAN FRANCISCO	3.						News	Covingto	m	ed	itie	on,	C	inc	in	nati	Post
INDIANAPOLIS.				*	*		Times	KNOXVILLE					ŧ	Ve	ws	Se	ntinel

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DENVER.			R	ock	y	Mountain Nev	v s
BIRMINGH	A	M				. Post-Hero	ld
MEMPHIS			9		6	Press-Scimito	D/
MEMPHIS				C	Q#	mmercial Appe	ol

Detroit Cincinnati Philadelphia

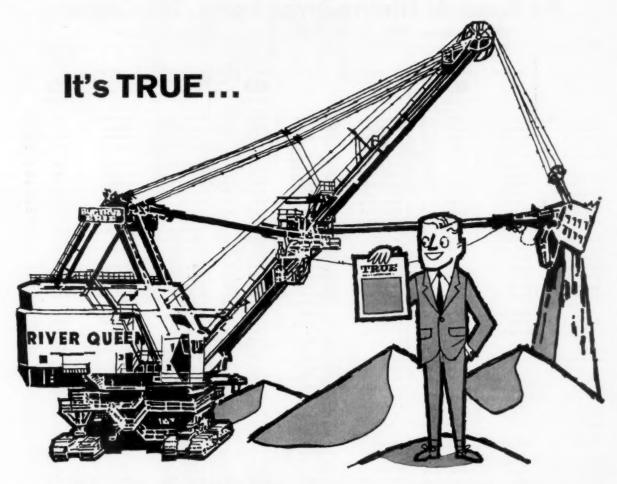
EVANSVILLE		*				. Press
HOUSTON						. Press
FORT WORTH .						. Press
ALBUQUERQUE		*				Tribune
EL PASO				1	fer	ald-Post
	HOUSTON FORT WORTH . ALBUQUERQUE	FORT WORTH ALBUQUERQUE .	FORT WORTH ALBUQUERQUE	FORT WORTH ALBUQUERQUE	FORT WORTH	EVANSVILLE

MAY 10, 1958

Total Net Effective Buying Income, 200 Leading Counties

Estimates, 1957, for the 200 counties leading in this category

		NET E.B.I.				NET E.B.I.				NET E.B.I.	
COUNTY	LEADING	SH		00111177	LEADING	SH	Deat	COUNTY	LEADING	SH	
COUNTY	LEADING	Estimates	Rank	COUNTY	LEADING	Estimates	Rank	COUNTY	LEADING	Estimates	Ran
STATE	CITY	(in thou- sands)	Group	STATE	CITY	(in thou- sands)	Group	STATE	CITY	(in thou- sands)	Gre
iew York City (8			_	San Bernardino, Cal.	San Bernardine.	758,598	69	Beaver, Pa	Beaver Fails	379,196	140
Counties), N. Y,	New York City		1	Contra Costa, Cal	Richmond	747,289	70				
os Angeles, Cal	Los Angeles	12,517,371	2					St. Leuis, Minn	Duluth	377,123	141
ook, III	Chicago	11,684,475	3	Oklahoma, Okla	Oklahoma City	716,081	71 .	Pulaski, Ark	Little Rock	374,635	142
Vayne Mich	Detroit	6,199,243	4	Genesee, Mich	Flint	713,526	72	Fairfax, Va	Falls Church	373,780	143
Philadelphia, Pa	Philadelphia	4,256,877	5	Middlesex, N. J	New Brunswick.	688,976	73	Bernalillo, N. M	Albuquerque	389,744	144
uyahoga, Ohio	Cleveland		8	Arlington, Va	Alexandria	674,414	74	Schenectady, N. Y	Schenectady	358,293	145
liegheny, Pa	Pittsburgh	3,181,537	7	Camden, N. J	Camden	669,607	75	Knex, Tenn	Knexville	355,812	146
iassau, N. Y	Hempstead	3,175,522	8	Duval, Fla	Jacksonville	967,868	76 77	Chester, Pa	West Chester	355,473	148
it. Louis, Mo	Township St. Louis		9	Prince Georges, Md New Castle, Del	Hyattsville Wilmington	657,463 654,133	78	Hamilton, Tenn	Chattanooga	355,036 354,901	145
laltimore, Md	Baltimere		10	Bristol, Mass	New Bedford	648,906	79	Washington, Pa	Washington	354,786	150
				Kent, Mich	Grand Rapids	631,073	80				
Alddlesex, Mass	Cambridge		11					Orange, Fla	Oriando	350,692	15
issex, N. J	Newark		12	Tulsa, Okia	Tulsa	624,694	13	Burlington, N. J	Burlington	349,641	15
farris, Tex	Houston		13	Macomb, Mich	Mount Clemens.	620,278	82	Northampton, Pa	Bethlehem	347,791	15
an Francisco, Cal	San Francisco		14	Salt Lake, Utah	Salt Lake City	803,762	83	Caddo, La	Shreveport	343,742	15
Allwaukee, Wisc	Milwaukee		15	Davidson, Tenn	Nashville	601,936	84	Trumbull, Ohio	Warren	342,103	15
rie, N. Y Vestchester, N. Y	Buffalo Yonkers		16	Lake, III	Waukegan	600,696 599,975	85 88	New London, Conn Butler, Ohio	New London	341,566 336,802	15
lameda, Cal	Oakland		18	Du Page, Ill	Elmhurst	587,015	87	Vanderburgh, Ind	Evansville	329,334	18
an Diego, Cal	San Diego		19	Stark, Ohio	Canton	582,421	88	Newport News, Va	Newport News	317,152	18
District of Columbia,	oast Diego	1,310,349	19	Monmouth, N. J	Asbury Park	581.785	89	Lubbock, Tex	Lubbock	313,375	16
D. C	Washington	1,908,938	20	Freeno, Cal	Freene	579,251	90				
Class Week	0	1 010 000		Makada Okto	V	204 440	01	Saginaw, Mich	Saginaw	311,428	16
ling, Wash	Seattle		21	Mahoning, Ohio	Youngstown	564,410	91	Wyandotte, Kans	Kansas City	310,043	10
ergen, N. J lamilton, Ohio	Hackensack Cincinnati		22 23	Douglas, Nebr Pierce, Wash	Omaha	584,223	92	Cambria, Pa	Johnstown	309,965 306,958	10
Pallas, Tex	Dallas		24	Luzerne, Pa	Wilkes-Barre	584,006 556,547	94	Orange, N. Y Ventura, Cal	Ventura	305,286	16
lennepin, Minn	Minneapolis		25	Mercer, N. J	Trenton	553,581	95	Travis, Tex	Austin	303,823	10
airfield, Cenn	Bridgeport	1	26	Sedgwick, Kans,	Wichita	549,758	96	Washtenaw, Mich	Ann Arbor	303,222	
uffolk, Mass	Boston		27	St. Joseph, Ind	South Bend	529,860	97	Rock Island, Ill	Rock Island	301,247	16
lade, Fla	Miami		28	Spokane, Wash	Spokane		98	Will, III	Joliet	300,548	
lartford, Conn	Hartford		29	Albany, N. Y		522,965	99	Cumberland, Me	Portland	295,921	17
ranklin, Ohio	Columbus		30	Westmoreland, Pa	Greensburg	521,720	100				
				Berks, Pa	Reading		101	Palm Beach, Fla			1
Marion, Ind	indianapolis		31	Kern, Cal	Bakersfield	515,528	102		Beach	295,730	
lew Haven, Conn	New Haven		32	Bucks, Pa	Bristol	512,978	103	Kalamazoo, Mich	Kalamazee	293,350	
lackson, Mo	Kansas City		33	Hillsborough, Fla	Tampa	510,231	104	Marin, Cal	San Rafael	292,486	
Dakland, Mich			34	Lancaster, Pa		483,326	105	Hillsborough, N. H	Wanchester Winston-Salem	292,245	
Hudson, N. J Delaware, Pa			35	Polk, Iowa	Des Moines St. Petersburg	481,464 478,214	106	Forsyth, N. C Greenville, S. C	Greenville	290,481 290,360	
Vionroe, N. Y			36	Mecklenburg, N. C		472,556	108	Anne Arundel, Md	Annapolis	282,686	
Jnjon, N. J			38	El Paso, Tex			109	Dutchess, N. Y	Poughkeepsie	281,122	
Orleans, La	New Orleans		39	Allen, Ind			110	Johnson, Kans	Suburb of	201,112	1.
fontgomery, Ohio	Dayton		40						Kansas City	278,908	
				Ingham, Mich				Schuylkill, Pa	Pottsville	273,725	11
Montgomery, Pa		4		Morris, N. J							
2	Township		41	Riverside, Cal				Champaign, Ill	Champaign		
Denver, Colo			42	Erie, Pa				Sangamen, III	Springfield	270,343	
ucas, Ohio			43	San Joaquin, Cal				Solano, Cal	Vallejo	270,277	
ianta Ciara, Cal				Kanawha, W. Va					Columbus	266,038	
iefferson, Ky iorfolk, Mass				Niagara, N. Y Dane, Wisc				Muscogee, Ga Lane, Ore	Eupene	263,122 262,899	
Worcester, Mass				Broward, Fla	Fort Lauderdale			Chatham, Ga	Savannah	261.094	
lefferson, Ala				East Baton Rouge,	. Fort Lauderdare	411,307	*19	Atlantic, N. J	Atlantic City	258,952	
Essex, Mass				La	Baten Boune	410,359	120	Richland, S. C	Columbia	257,885	
Providence, R. I	Providence				Baton Rouge			Richmond, Ga	Augusta		
		4 000	1	St. Clair, III					1	001.011	
Fulton, Ga				Oneida, N. Y				Jefferson, La	Gretna	254,914	
Aultnomah, Ore				Jefferson, Tex				Fayette, Pa	Uniontown		
arrant, Tex				Dauphin, Pa				Calhoun, Mich	Battle Creek		
ake, Ind				Pima, Ariz				Lancaster, Nebr	Lincoln		
iummit, Ohio				Madison, Ill				Chautauqua, N. Y			
lan Matee, Cal				De Kalb, Ga				Charleston, S. C			
Suffolk, N. Y				Peoria, III			1	Wake, N. C			
Orange, Gal				Mobile, Ala				Roanoke, Va	. Reaneke Montgomery		
Sacramente, Cal Norfolk, Va				Nueces, Tex	. Corpus Christi	. 393,901	130	Montgomery, Aia Berkshire, Mass	Pittsfield		
				Broome, N. Y							-
Shelby, Tenn	Memphis	. 907,076	61	Lehigh, Pa			132	Total Above Countie	8	199,168,817	1
Maricopa, Ariz				Lackawanna, Pa				% of U. S. A		66.7781	11
Bexar, Tex				Lorain, Ohio		. 384,454	134				
Montgomery, Md				Monterey, Cal	. Salinas	. 382,289	135	Honolulu Cour	ity, with a Net Eff	ective Buyin	g
Ramsey, Minn			65	Winnebago, Ill	. Rockford	. 380,518			4,220 thousand, w	rould rank 6	4
Passaic, N. J			86	Guilford, N. C		. 380,192		if included abo	V8.		
Onondaga, N. Y	Syracuse	. 777,147	67	York, Pa							
lampden, Mass	Springfield	772,424	88	Plymouth, Mass	. Brockton	379.211	139	1			



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AMERICA'S LARGEST SELLING MAN'S MAGAZINE

A FAWCETT PUBLICATION-Fawcett Bldg., New York



Per Household Effective Buying Income, 200 Counties

Estimates, 1957, for the 200 counties leading in population

		PER				PER				NET E.B.I. PER	
COUNTY	LEADING	HSLD.	Rank	COUNTY	LEADING	HSLD.	Rank	COUNTY	LEADING	HSLD.	Ran
STATE	CITY	SM) Estimates	in Group	STATE	CITY	SM) Estimates	Group	STATE	CITY	Estimates	Gro
Montgomery, Md	Rockville	9,381	1	Butler, Ohio	Hamilton	6,540	68	Nueces, Tex	Corpus Christi	5,818	137
airfield, Conn	Bridgeport	9,161	2	Henrico, Va	Richmond	6,536	69	Cumberland, Me	Portland	5,814	138
irlington, Va	Alexandria	9,089	3	Hampden, Mass	Springfield	6,529	70	Shelby, Tenn	Memphis	5,789	139
estchester, N. Y	Yonkers	8,953	4					Vanderburgh, Ind	Evansville	5,788	140
lassau, N. Y	Hempstead		1	Lehigh, Pa	Allentown	6,523	71				
	Township	8,895	5	Allen, Ind	Fort Wayne	6,522	72	Tarrant, Tex	Fort Worth	5,782	14
ake, III	Waukegan	8,366	6	Winnebago, III	Rockford	6,516	73	Polk, Iowa	Des Moines	5,780	143
ew Castle, Del	Wilmington	8,280	7	Onondaga, N. Y	Syracuse	6,514	74	Spokane, Wash	Spokane	5,772	14
fontgomery, Pa	Lower Merion			Dade, Fla	Miami	6,509	75	Providence, R. I	Providence	5,768	14
	Township	8,242	8	Camden, N. J	Camden	6,501	76	York, Pa	York	5,768	14
Inion, N. J	Elizabeth	8,206	9	Monmouth, N. J	Asbury Park	6,500	77	Richmond, Ga	Augusta	5,762	14
lartford, Conn	Hartford	8,148	10	Santa Clara, Cal	San Jose	6.497	78	Jefferson, Ala	Birmingham		14
D. D	Floring	0.000		Summit, Ohio	Akron	6,494	79	Davidson, Tenn	Nashville	1	14
Du Page, III Bergen, N. J	Elmhurst	8,052	11	Berks, Pa	Reading	6,488	80	Douglas, Nebr	Omaha		14
Delaware, Pa	Hackensack	7,986	12	Anno Anundal Mid	Annanalia	0 402	81	Orleans, La	New Orleans	5,724	15
airfax, Va	Chester	7,966	14	Anne Arundel, Md Rock Island, Ill	Annapolis Rock Island	6,483	82	Richland, S. C	Calumbia	e 710	40
Norfolk, Mass	Quincy	7,843	15	Baltimore, Md	Baltimore	6,488	83	Duval, Fla		1	15
San Mateo, Cal	San Mateo	7,807	16	Los Angeles, Cal	Los Angeles	6,464	84	Fresno, Cal.		5,658	15
Essex, N. J.	Newark	7,784	17	Jackson, Mo	Kansas City	6,459	85	St. Clair, Ill.			15
District of Columbia.		1,104	11	Newport News, Va	Newport News.	6,446	86	Plymouth, Mass		5,618	15
D. C	Washington	7,749	18	San Diego, Cal	San Diego	6,435	87	Broward, Fla			15
Mercer, N. J.	Trenton		19	Guilford, N. C	Greensboro	6,433	88	Caddo, La			18
Cuyahoga, Ohio	Cleveland	7,631	20	El Paso, Tex	El Paso	6,427	89	Orange, Cal			18
sayanagat omo	Olovomina,	7,001	1	Erie, N. Y	Buffalo	6,426	90	Washington, Pa			18
Cook, III	Chicago	7,572	21			0,100	-	Westmoreland, Pa.			16
New Haven, Conn	New Haven	7,537	22	Ramsey, Minn	St. Paul	6,418	91	Wooding Called Call	Circumstary	0,010	
San Francisco, Cal.	San Francisco		23	Norfolk, Va	Marfulk	6,415	92	Oklahoma, Okla	Oklahoma City.	5.508	16
Prince Georges, Md.			24	Macomb, Mich	Mount Clemens	6,401	93	Maricopa, Ariz			16
Wayne, Mich	Detroit		26	Northampton, Pa	Bethlehem		94	Jefferson, La			16
Morris, N. J	Morristown		26	Fulton, Ga	Atlanta		95	Chautaugua, N. Y			16
Burlington, N. J	Burlington		27	East Baton Rouge,				Montgomery, Ala			11
St. Joseph, Ind		7,421	28	La	Baton Rouge	6,392	95	St. Louis, Minn		5,426	16
Lucas, Ohio	Toledo		29	Dailas, Tex	Dallas	6,379	97	Cambria, Pa			16
New York City (5		1		Will, III			98	Bristol, Mass	New Bedford	5,390	16
Counties), N. Y	New York City.	7,270	30	Muscogee, Ga	Columbus		99	San Bernardino, Cal.			16
FLII- Obl-	Columbus	7,251	31	Broome, N. Y	Binghamton	6,343	100	Luzerne, Pa	. Wilkes-Barre	5,331	17
Franklin, Ohio Montgomery, Ohio			32	Niagara, N. Y	Niagara Falls	6,329	101	Orange, Fla	Orlando	5,322	17
Lake, Ind			33	Hamilton, Ohio			102	Berrien, Mich			17
Oakland, Mich			34	Ventura, Cal			103	Stanislaus, Cal			17
De Kalb, Ga			35	Bucks, Pa			104	Bexar, Tex			12
Middlesex, Mass	Cambridge		36	Suffolk, N. Y			104	Lackawanna, Pa			17
Dane, Wisc			37	Erie, Pa			106	Greenville, S. C			1
Ingham, Mich	Lansing		38	Albany, N. Y			107	Escambia, Fla			1
Chester, Pa			39	Wake, N. C			108	Knox, Tenn			1
Washtenaw, Mich	Ann Arbor		40	Kern, Cal			109	Multnomah, Ore			1
				Denver, Colo			110	Sedgwick, Kans			1
Middlesex, N. J Monterey, Cal	New Brunswick		41	Trumbull, Ohio	. Warren	6,266	111	Lana Oct	Funne	E 100	
Mahoning, Ohio			43	Harris, Tex			112	Lane, Ore		5,196	1
Kane, Ill			44	King, Wash			113	Palm Beach, Fla	Beach	E 100	1
Contra Costa, Cal	Richmond		45	Kanawha, W. Va			114	Mobile, Ala			1
Lancaster, Pa	Lancaster		46	Kalamazoo, Mich			115				1
Milwaukee, Wisc	Milwaukee		46	Dauphin, Pa			116	Chatham, Ga Hinds, Miss			1
New London, Conn			48	Stark, Ohio			117	Pinellas, Fla		5,071	1
Marion, Ind	. Indianapolis		49	San Joaquin, Cal			118	Riverside, Cal			1
Schenectady, N. Y.,	Schenectady		50	Roanoke, Va			119	Tulare, Cal			1
outonoomay, ivi is,	. demonitrating		-	Kent, Mich			120	Fayette, Pa			11
Sacramento, Cal	. Sacramento	6,817	51					Schuylkill, Pa			1
Genesee, Mich			52	Worcester, Mass	. Worcester	6.095	121		1	21000	
Hennepin, Minn			53	Essex, Mass			122	Wyandotte, Kans	Kansas City	4.961	1
Passaic, N. J			54	Pierce, Wash			123	Hamilton, Tenn			
orain, Ohio			55	Hillsborough, N. H.			124	Hillsborough, Fla.			
Monroe, N. Y			56	Forsyth, N. C			124	Pulaski, Ark			
Allegheny, Pa			57	Jefferson, Tex		5,918	126	Polk, Fla			1
Mecklenburg, N. C.			58	Saginaw, Mich	. Saginaw		127	Spartanburg, S. C			1
Suffolk, Mass	Boston		59	Orange, N. Y	. Newburgh	5,896	128	Charleston, S. C			1
Alameda, Cal			60	Madison, III	. Alton		129	Yakima, Wash			
				Salt Lake, Utah	. Salt Lake City.	5.885	130	Cameron, Tex	Harlingen		
Dutchess, N. Y			61					Hidalgo, Tex			
Beaver, Pa	. Beaver Falls	6,629	62	Jefferson, Ky			131			-	-
Peoria, III		6,608	63	Bernalillo, N. M			132	Per Hsld, Income,			
Philadelphia, Pa	. Philadelphia	6,586	64	Oneida, N. Y			133	U. S. A		. 5,923	1
St. Louis, Mo			65	Travis, Tex			134				
Hudson, N. J			66	Pima, Ariz			135		anty, with a Per H		
Lubbock, Tex	Lubbock	6,542	66	Tulsa, Okla	. Tulsa	5.827	136	of \$7,098, wo	uld rank 36 if inc	luded above.	

LLAR **BUYS THE** STIN DAYS ST!

BOOMING. Circulation of The Saturday Evening Post is breaking all records. Now averaging over 5,700,000 each week. Up in both newsstand and subscription sales at the same time. (The latest ABC statement shows the Post with half a million more newsstand sales than the other big weekly.)

BONUS. Advertisers are currently getting an average weekly bonus of over 500,000 copies. New rate base of 5,600,000 doesn't go into effect until July 19.

BRAVOS. Politz proves 9 out of 10 Post readers like and approve of Post advertisements. Your message is responded to.

BOOSTERS. Politz further proves that Post readers - on every spending level are Influentials. They talk about, recommend the things they read. Their influence moves sideways - friend to friend - multiplying your sales force by millions.

BULLISH. More and more advertisers are bullish on the Post. On top of 187 new advertisers added last year, 44 more joined up in the first seven weeks of 1958. To put more steam in your sales, put the hottest book of the year on your schedule . . . now!





Sell the POST INFLUENTIALS -they tell the others!

Per Capita Effective Buying Income, 200 Counties

Estimates, 1957, for the 200 counties leading in population

		PER				NET E.B.I. PER				NET E.B.I. PER	
COUNTY	LEADING	CAPITA	Rank	COUNTY	LEADING	CAPITA	Rank	COUNTY	LEADING	CAPITA	Rani
and STATE	CITY	SXI) Estimates	in Group	and STATE	CITY	SM Estimates	in Group	and STATE	CITY	Estimates	in Gree
lington, Va	Alauradaia	0.000	-	D-II T	D. II.				****		400
	Alexandria Bridgeport	2,690 2,684	1 2	Dallas, Tex	Dallas	1,957	68	Oneida, N. Y Cumberland, Me	Utica	1,715	137
n Francisco, Cal	San Francisco	2,674	3	Summit, Ohie	Akron	1,949	70	Sait Lake, Utah	Salt Lake City	1,710	139
estchester, N. Y	Yonkers	2,848	4	Summit, Onio	AKTON	1,849	70	Sedgwick, Kans	Wichita	1,709	140
ontgomery, Md	Rockville	2,621	8	Monmouth, N. J	Asbury Park	1,948	71	Sougwick, Kans	wremen	1,700	140
1338U, N. Y	Hempstead	2,021		Lorain, Ohio	Lorain	1,948	72	St. Clair, III	East St. Louis	1,707	141
	Township	2,574	6	Onondaga, N. Y	Syracuse	1,938	73	Kanawha, W. Va	Charleston	1,702	142
n Mateo, Cal	San Mateo	2,483	7	Ramsey, Minn	St. Paul	1,937	74	Saginaw, Mich	Saginaw	1,701	143
ergen, N. J	Hackensack	2,446	8	Allegheny, Pa	Pittsburgh	1,834	75	San Bernardine, Cal		1,699	144
nion, N. J.	Elizabeth	2,422	9	Philadelphia, Pa	Philadelphia	1,927	76	Orleans, La	New Orleans	1,696	148
artford, Conn	Hartford	2,388	10	Berks, Pa	Reading	1,927	76	Muscogee, Ga	Columbus	1,696	148
		0,000	10	Suffolk, Mass	Boston	1,925	78	Guilford, N. C	Greensboro	1,692	147
ook, III	Chicago	2,383	11	Camden, N. J.	Camden	1,922	79	Newport News, Va	Newport News.	1,688	148
lew Castle, Del	Wilmington	2,361	12	Hampden, Mass	Springfield	1,920	80	Reanoke, Va	Beaneke	1,680	149
u Page, III	Eimhurst	2,348	13	Trainpuon, maso	opringine in	1,000	-	St. Louis, Minn	Duluth	1,675	150
ssex, N. J	Newark		14	Broome, N. Y	Binghamton	1,898	81		000000000000000000000000000000000000000	1,0.0	1
ake, Ill	Waukegan		15	Erie, N. Y.	Buffalo	1,893	82	Pima, Ariz	Tucson	1,672	151
uyahoga, Ohie	Cleveland		16	Lehigh, Pa	Allentown	1,886	83	Riverside, Cal	Riverside	1,868	152
lew York City (5		-1301	1	Spokane, Wash	Spokane	1,885	84	Bernalillo, N. M	Albuquerque	1,650	153
Countles), N. Y	New York City.	2,285	17	Orange, Cal	Santa Ana	1,880	85	Shelby, Tenn	Memphis	1,649	154
Aontgomery, Pa	Lower Merien	-,=00		Butler, Ohio	Hamilton	1,877	86	Paim Beach, Fla	West Paim	1	1
	Township	2,277	18	Polk, Iowa	Des Moines	1,873	87		Beach	1,639	155
District of Columbia,		1		Burlington, N. J	Burlington	1,889	88	Berrien, Mich	Benton Harbor.	1,835	156
D. C	Washington	2,273	19	Kent, Mich	Grand Rapids	1,887	89	Anne Arundel, Md	Annapolis	1,634	157
Delaware, Pa	Chester		20	Niagara, N. Y	Niagara Falls	1,887	89	Stanislaus, Cal	Modesto		158
		2,200	-		Transparent and Transparent	.,	-	Bristol, Mass	New Bedford	1,632	156
ucas, Ohio	Toleda	2,281	21	Washtenaw, Mich	Ann Arbor	1,867	89	Lane, Ore	Eugene		156
Nameda, Cal	Oakland		22	Bucks, Pa	Bristol	1,865	92				
Vorfolk, Mass	Quincy		23	Harris, Tex	Houston	1,884	93	Caddo, La	Shreveport	1,629	161
os Angeles, Cal	Los Angeles		24	Kern, Cal	Bakersfield	1,884	93	Davidson, Tenn	Nashville	1,628	162
New Haven, Conn	New Haven		25	Beaver, Pa	Beaver Falls	1,858	95	Jefferson, Ala	Birmingham	1,624	163
St. Joseph, Ind	South Bend		26	Ventura, Cal	Ventura	1,857	96	Orange, Fla	Orlando		163
Jackson, Mo	Kansas City		27	Tulsa, Okla	Tuisa	1.850	97	Fersyth, N. C	Winston-Salem.		168
Schenectady, N. Y	Schenectady		28	San Joaquin, Cal	Stockton	1,850	97	Duval, Fla	Jacksonville		166
Marion, Ind			29	Baltimore, Md	Baltimore		99	Maricopa, Ariz	Phoenix		167
Wayne, Mich	Detroit		30	Kalamazoo, Mich	Kalamazoe	1,848	99	Washington, Pa			16
		-	-			.,	1	El Paso, Tex			16
Franklin, Ohio	Columbus	2,154	31	Will, III	. Joliet	1,844	101	Travis, Tex			17
Montgomery, Ohio			32	Dauphin, Pa			102				
Sacramente, Cal			33	Essex, Mass			103	Westmoreland, Pa	Greensburg	1,552	17
San Diego, Cal			34	Chester, Pa			103	Nueces, Tex			17
King, Wash			35	Fulton, Ga			106	Wake, N. C			17
Morris, N. J	Morristown		36	Madison, III		1,838	108	Wyandotte, Kans	. Kansas City	1,546	17
Passaic, N. J.	Paterson	2,081	37	Lubbock, Tex			106	Richmond, Ga	. Augusta	. 1,539	17
Mercer, N. J			38	Erie, Pa			108	Jefferson, La			17
De Kalb, Ga	Decatur	2,082	39	Henrico, Va			109	Montgomery, Ala	. Montgomery	1,525	17
Monros, N. Y	Rochester	2,073	40	Northampton, Pa		1,828	110	Lackawanna, Pa	. Scranton	. 1,522	17
						1		Tulare, Cal	. Visalia	1,513	17
Ingham, Mich	Lansing	. 2,073	48	Multnomah, Ore	. Portland	1,809	111	Chatham, Ga	. Savannah	. 1,500	18
Hennepin, Minn			42	Stark, Ohio	. Canton	. 1,803	112				
Monterey, Cal	Salinas	2,060	43	Vanderburgh, Ind		1,800	113	Luzerne, Pa		1,495	18
Winnebago, III	. Rockford	2,080	43	Trumbull, Ohio	. Warren	1,796	114	Pulaski, Ark	Little Rock	1,469	18
Denver, Colo	. Denver	2,057	45	Mecklenburg, N. C.	Charlotte	1,795	115	Hillsborough, Fia			18
Milwaukee, Wisc			46	Norfolk, Va	. Norfolk	1,788	116	Richland, S. C			11
Lake, Ind			47	Pierce, Wash			117	Knex, Tenn			10
Kane, Ill		2,051	48	East Baton Rouge,				Greenville, S. C			1
Peorla, III		2,045	49	La			118	Cambria, Pa			1
St. Louis, Mo			50	Pinellas, Fia	St. Petersburg.		119	Hamilton, Tenn			1
				Hillsborough, N. H.	Manchester	1,778	119	Mobile, Ala			1
Oakland, Mich			51					Schuylkill, Pa	Pottsville	1,420	1
Allen, Ind	. Fort Wayne		52	Worcester, Mass			121				
Contra Costa, Cal			53	Jefferson, Ky			122	Escambia, Fla			1
Hamilton, Ohio		2,012	54	Orange, N. Y			123	Yakima, Wash			1
New London, Conn.	. New London			Dutchess, N. Y	Poughkeepsie.	1,763	124	Fayette, Pa			1
Genesee, Mich				Macomb, Mich		1,762	125	Hinds, Miss			1
Middlesex, N. J	. New Brunswic	k. 2,004	57	Oklahema, Okla		1,761	126	Bexar, Tex			1
Dade, Fla				Tarrant, Tex	Fort Worth			Polk, Fla	Lakeland		1
Middlesex, Mass				Douglas, Nebr		1,756	128	Charleston, S. C	Charleston	1,283	1
Santa Clara, Cal				Broward, Fla				Spartanburg, S. C.	Spartanburg.		1
				Suffolk, N. Y				Cameron, Tex		1,100	
Albany, N. Y	Albany	1,996	61					Hidalgo, Tex			
Prince Georges, Mc			3	Jefferson, Tex	Beaument	1,732	130				-
Dane, Wisc				Chautaugua, N. Y.				Per Capita Income	9		
Rock Island, III				Previdence, R. I						1,734	
Hudson, N. J				York, Pa							-
Lancaster, Pa				Fresno, Cal				Honolulu C	ounty, with a Per	Capita Incor	ne
		1.967							ould rank 150 if it		

Urbanized Population, 200 Leading Counties

Estimates, January 1, 1958, for the 200 counties leading in this category

COUNTY and STATE	LEADING	URBAN POPULA- TION	Rank In Group	COUNTY and STATE	LEADING CITY	POPULA- TION	Rank In Group	COUNTY and STATE	LEADING CITY	POPULA- TION	Rank in Grou
		Est. (in thousands)				Est. (in thousands)				Est. (in thousands)	
ew York City (5	N V I 00			Douglas, Nebr	Omaha	313.5	69	Broome, N. Y	Binghamton	152.5	137
Counties), N. Y	New York City Las Angeles	7,785.1 5,427.1	1 2	Sacramento, Cal	Sacramento	300.3	70	Chatham, Ga	Savannah	149.1	138
ook, Ill	Chicago	4,844.8	3	Middlesex, N. J	New Brunswick.	295.3	71	Winnebago, III Kanawha, W. Va	Charleston	145.8	140
fayne, Mich	Detroit	2,722.8	4	Henrice, Va	Richmond	291.7	72	Politica willing with walling	U	140.0	1
hiladelphia, Pa	Philadelphia	2,209.0	5	Sedgwick, Kans	Wichita	290.8	73	Lubbock, Tex	Lubbeck	145.1	141
ryahoga, Ohio	Cleveland	1,556.8	6	Onondaga, N. Y	Syracuse	289.9	74	Beaver, Pa	Beaver Falls	143.2	142
legheny, Pa	Pittsburgh	1,441.2	7	Salt Lake, Utah	Salt Lake City	289.1	75	Northampton, Pa	Bethlehem	142.7	143
t. Louis, Me	St. Louis	1,353.9	8	Orange, Cal	Santa Ana	288.7	76	Cumberland, Me	Portland	139.7	144
altimere, Md	Baltimore	1,257.8	9	Davidson, Tenn	Nashville	284.2	77	Riverside, Cal	Riverside	138.5	145
assau, N. Y	Hempstead Township	1,233.5	10	Mentgomery, Pa	Lower Merion Township	282.3	78	Charleston, S. C Jefferson, La	Gretna	138.4	148
	Townsaip	1,200.0		San Bernardine, Cal.		281.8	79	Schenectady, N. Y	Schenectady	138.4	148
iarris, Tex	Houston	1,167.1	11	El Paso, Tex	El Paso	277.3	80	Richland, S. C	Columbia	136.1	149
Alddiesex, Mass	Cambridge	1,033.0	12					Dane, Wisc	Madison	132.3	150
ssex, N. J	Newark	981.4	13	Tulsa, Okla	Tulsa	285.0	81				
Ailwaukee, Wisc	Milwaukee	968.6	14	Kent, Mich	Grand Rapids	280.5	82	Richmond, Ga	Augusta	132.1	151
rie, N. Y	Buffalo	902.7	15	Genesee, Mich	Flint	258.3	83	Cambria, Pa	Johnstown	131.7	152
Mameda, Cal	Oakland	867.4	16	Contra Costa, Cal	Richmond		84	Montgomery, Ala	Montgomery	131.6	153
Dallas, Tex	Dallas	841.7	17	Prince Georges, Md.		252.3	85	Lancaster, Nebr	Lincoln	131.3	154
District of Columbia,	Machineton	838.8	10	Mobile, Ala	Mobile	243.3	86	Broward, Fla	Fort Lauderdale.	130.0	155
D. C	Washington Boston	825.2	18	Petk, Iowa	Des Moines	241.0	87 88	Butler, Ohio	Hamilton	129.7 129.6	150
San Francisce, Cal	San Francisco	825.2	20	Mahoning, Ohio Lackawanna, Pa	Youngstown	239.8	88	Lorain, Ohio Hinds, Miss	Lorain	129.6	15
ren riamosou, val.,	JER FREINGEO	0.110	20	Stark, Ohio	Canton		90	Kane, Ill	Aurora	127.5	18
San Diego, Cal	San Diego	763.4	21	and K. Olive	Quinton,	200.2	- 00	Hillsborough, N. H.	Manchester	126.3	160
Hamilton, Ohio	Cincinnati,		22	Pinellas, Fla	St. Petersburg.	230.6	91	rimonorough, et er.			
Dade, Fla	Miami	746.8	23	Mercer, N. J	Trenton		92	Atlantic, N. J	Atlantic City	126.0	161
Hennepin, Minn	Minneapulis	706.4	24	New Castie, Del	Wilmington		93	Hidalgo, Tex	McAllen	124.3	163
Bergen, N. J	Hackensack	701.5	25	Arlington, Va	. Alexandria	224.5	94	Forsyth, N. C	Winston-Salem	123.9	16
King, Wash	Seattle	701.5	25	Spokane, Wash	. Spokane,	. 224.1	95	Wichita, Tex		123.7	16
Westchester, N. Y	Yonkers		27	Macomb, Mich	. Mount Clemens	223.6	96	De Kalb, Ga	Decatur	123.6	16
Orleans, La	New Orleans		28	Montgomery, Md		-	97	Rock Island, Ill		122.8	16
Hudson, N. J	Jersey City		29	Du Page, Ill			96	Lancaster, Pa		122.6	16
Marion, Ind	Indianapolis	572.1	30	Albany, N. Y	. Albany		99	Roanoke, Va		122.6	16
D T	8 4-4	****		Jefferson, Tex	. Beaumont	. 211.8	100	Galveston, Tex			10
Bexar, Tex Jackson, Mo			31	0.4.0. N V	Databases	200 0	100	Saginaw, Mich	. Saginaw	120.5	17
Franklin, Ohio			33	Suffolk, N. Y Pierce, Wash			101	Plymouth, Mass	. Bruckton	119.9	17
New Haven, Conn.			34	Nueces, Tex			103	Morris, N. J			17
Hartford, Conn			35	Bernalillo, N. M			104	Solano, Cal			17
Fairfield, Conn			36	St. Joseph, Ind			105	Greenville, S. C			187
Denver, Colo			37	East Baton Rouge,		1		Muscogee, Ga			17
Jefferson, Ala	. Birmingham		38	La	. Baton Rouge	. 192.2	106	York, Pa			17
Shelby, Tenn			39	Fresno, Cal	. Fresno	192.1	107	Trumbull, Ohio	. Warren	116.5	17
Fulton, Ga	. Atlanta	491.3	40	Erie, Pa			108	Shawnee, Kans	. Topeka	115.6	17
	1.			Travis, Tex			109	Orange, Fla		1	17
Essex, Mass			41	Caddo, La	. Shreveport	188.2	110	Potter, Tex	. Amarillo	113.4	18
Jefferson, Ky			42	Navent Nave Ma	Name at Name	102.0	***	n			
Tarrant, Tex Monroe, N. Y			43	Newport News, Va Pulaski, Ark			111	Paim Beach, Fia		110.0	1
Multnemah, Ore			44	Hamilton, Tenn	The second of th		112	Berkshire, Mass	Beach		11
Norfolk, Va			46	Monmouth, N. J			114	Schuylkill, Pa			1
Lake, Ind			47	Kern, Cal			115	Bibb, Ga			1
Worcester, Mass			48	Guilford, N. C			116	McLennan, Tex			1
Union, N. J	. Elizabeth	. 442.2	49	Berks, Pa		4	117	Escambia, Fla			1
Delaware, Pa			50	St. Clair, III			118	Calhoun, Mich			1
				Oneida, N. Y	Utica	172.7	119	Sangamon, III			1
Summit, Ohio			51	Mecklenburg, N. C.	Charlotte	171.4	120	Will, III	Joliet		1
Oakland, Mich			52					Kalamazoo, Mich	Kalamazoo	. 106.4	1
Montgomery, Ohio.			53	Niagara, N. Y			121				
Santa Clara, Cal			54	St. Louis, Minn			122	Greene, Mo			
Lucas, Ohio			55	Wyandotte, Kans			123	Cameren, Tex			
Maricopa, Ariz Norfolk, Mass			56 57	San Joaquin, Cal			124	Kenton, Ky	Covington		
Ramsey, Minn			58	Pima, Ariz			126	Harrison, Miss Blair, Pa			
San Mateo, Cas			59	Lehigh, Pa			126	Rensselaer, N. Y			1
Oklahoma, Okla			60	Lake, Ill			128	Pueblo, Colo			
The state of the s	- Committee Only	300.1	00	Allen, Ind				Black Hawk, Iowa			
Passaic, N. J	Paterson	357.1	81	Knex, Tenn				Marin, Cal			
Hampden, Mass			62			.04.0	100	Muskegen, Mich	Muskegon		
Bristol, Mass			63	Ingham, Mich	Lansing	163.8	131	tributogon, milita.			
Hillsborough, Fig				Westmoreland, Pa.				Total Above Count	les	84.875.9	
Duval, Fla				Vanderburgh, Ind							
Providence, R. I				Peoria, III			134				-
Luzerne, Pa	Wilkes-Barre.	318.6	67	Bucks, Pa		154.4	135	Honolulu Cou	nty, with an Urba	n Propulation	n of
Camden, N. J	Camden	314.3	88	Madison, Ill	Alton	152.7	136		d, would rank 63 if		

C SM, 1958.

Total Retail Sales, 200 Leading Counties

Estimates, 1957, for the 200 counties leading in this category

COUNTY	LEADING	SALES	Rank	COUNTY	LEADING	SALES	Rank	COUNTY	LEADING	SALES	Ra
STATE	CITY	Est. (in thousands)	Group	STATE	CITY	Est. (in thousands)	Group	STATE	CITY	Est. (in thousands)	Gr
lew York City (5				Onondaga, N. Y	Syracuse	504,539	69	Dane, Wisc	Madisen	256,758	13
Counties), N. Y	New York City	9,948,408	1	Salt Lake, Utah	Salt Lake City	486,442	70	Plymouth, Mass	Brockton	250,389	13
os Angeles, Cal	Los Angeles	8,506,210	2					Du Page, III	Elmhurst	248,295	14
ook, III	Chicago		3	Norfolk, Mass	Quincy	481,075	71				-
Yayne, Mich	Detroit	3,952,296	4	Davidson, Tenn	Nashville	475,429	72	St. Clair, Ill	East St. Louis	246,670	14
hiladelphia, Pa	Philadelphia		5	Genesee, Mich	Flint	470,451	73	Broome, N. Y	Binghamten	243,907	14
uyahoga, Ohio	Cleveland		6	Fresno, Cal	Fresno	453,919	74	Morris, N. J	Morristown	243,186	14
llegheny, Pa	Pittsburgh		7	Pinellas, Fla	St. Petersburg	453,768	75	Lackawanna, Pa	Scranton	242,485	14
L Louis, Mo	St. Louis	1,843,254	8	Hillsborough, Fla	Tampa	453,764	76	Atlantic, N. J	Atlantic City	242,457	14
altimore, Md	Baltimere	1,792,682	9	Henrico, Va	Bichmond	452,928	77	Madison, III	Alton	237,295	14
assau, N. Y	Hempstead			Douglas, Nebr	Omaha	444,439	78	Cumberland, Me	Portland	233,048	14
2.4	Township	1,750,306	10	Contra Costa, Cal	Richmond	435,553	79	Lorain, Ohio	Lorain	230,129	14
		1		Tulsa, Okla	Tulsa	434,115	80	Orange, N. Y	Newburgh	228,358	14
uffolk, Mass	Boston	1,545,566	11					Northampton, Pa	Bethiehem	224,620	15
arris, Tex	Houston	1,487,321	12	Kent, Mich	Grand Rapids	431,919	81		would in the same of the same		
ade, Fla	Miami	1,470,987	13	Stark, Ohio	Canton	429.775	82	Trumbull, Ohio	Warren	222,921	15
lilwaukee, Wisc	Milwaukee	1,418,326	14	Camden, N. J	Camden	429,130	83	New London, Conn	New London	222,075	18
istrict of Columbia.				Sedgwick, Kans	Wichita	419,938	. 84	Washington, Pa	Washington	217,008	16
D. C	Washington	1,353,802	15	Bristol, Mass	New Bedford	410,353	85	Travis, Tex			
allas, Tex	Dallas		16	Mercer, N. J	Trenton	407,316	86	Hillsborough, N. H	Austin	213,479 211,589	18
rie, N. Y	Buffalo		17	Mahoning, Ohio	Youngstown	406,658	87	Stanislaus, Cal	Manchester		
liddlesex, Mass	Cambridge		18	Middlesex, N. J	New Brunswick	397,413	88	Vanderburgh, Ind	Modeste	210,325	10
ssex, N. J	Newark		19	Arlington, Va	Alexandria	393,812	89	Saginaw, Mich	Evansville	208,235 207,883	1
lameda, Cal	Oakland		20	New Castle, Del	Wilmington	378,048	90	Greenville, S. C	Saginaw		1
		1-1		Seedly Mary		010,040	00	Chester, Pa	Greenville	207,191	11
ling, Wash	Seattle	1.185.750	21	Broward, Fla	Fort Lauderdale.	377.292	91	Gnester, Pa	West Chester	206,313	16
an Francisco, Cal	San Francisco		22	Albany, N. Y	Albany	374,394	92	Date Offi			
amilton, Ohio	Cincinnati		23	Monmouth, N. J	Asbury Park		93	Butler, Ohio		205,931	1
an Diego, Cal	San Diego		- 24	Kern, Cal	Bakersfield	370,282		Lubbock, Tex	Lubbock	204,718	1
ennepin, Minn	Minneapolis					368,087	94	Sangamon, III	Springfield	204,058	1
estchester, N. Y			25	Polk, Iowa	Des Moines	356,209	95	Beaver, Pa	Beaver Falls	201,745	1
	Yonkers		26	Spokane, Wash	Spokane	345,706	96	Forsyth, N. C	Winston-Salem	200,979	1
ulton, Ga	Atlanta		27	Riverside, Cal	Riverside		97	Cambria, Pa	Johnstown	200,431	1
ickson, Mo	Kansas City		28	Luzerne, Pa	Wilkes-Barre	335,490	98	Monterey, Cal	Salinas	198,189	1
lartford, Conn	Hartford		29	Mecklenburg, N. C	Charlotte		. 99	Escambia, Fla	Pensacola	197,434	1
larion, Ind	Indianapolis	934,631	30	Guilford, N. C	Greensboro	331,962	100	Newport News, Va	Newport News	197,132	1
-1-6-14 0	m.t.l.	004 500						Wake, N. C	Raleigh	197,005	1
airfield, Conn	Bridgeport		31	Montgomery, Md	Rockville		101				1
ergen, N. J	Hackensack		32	Pierce, Wash	Tacoma		102	Kalamazoo, Mich	Kalamazoo	196,102	1
ranklin, Ohio	Columbus		33	Westmoreland, Pa	Greensburg	316,923	103	Chatham, Ga	Savannah	193,509	1
lenver, Colo	Denver		34	Lake, Ill	Waukegan		104	Schenectady, N. Y	Schenectady	193,182	1
ew Haven, Conn	New Haven		35	Orange, Fla	Orlando		105	Polk, Fla	Lakeland	192,702	1
rleans, La	New Orleans		36	El Paso, Tex	El Paso	309,911	106	Potter, Tex	Amarillo	192,280	1
Aultnomah, Ore	Portland		37	Berks, Pa	Reading	308,780	107	Washtenaw, Mich	Ann Arbor	191,356	1
akland, Mich			38	Macomb, Mich	Mount Clemens.	305,582	108	Richland, S. C	Columbia	191,025	1
Ionroe, N. Y	Rochester		39	Jefferson, Tex	Beaumont	304,155	109	Charleston, S. C	Charleston	190,735	1
offerson, Ky	Louisville	710,459	40	Kanawha, W. Va	Charleston	302,773	110	Sonoma, Cal	Santa Rosa	190,074	1
	1							Will, Ill	Joliet	188,306	1
helby, Tenn			41	Palm Beach, Fla	West Palm						
rovidence, R. I			42		Beath	302,193	111	Ventura, Cal	Ventura	187,320	1
anta Clara, Cal			43	Lancaster, Pa	Lancaster	299,006	112	Tulare, Cal	Visalia	186,530	1
arrant, Tex			44	San Joaquin, Cal	Stockton	297,841	113	Dutchess, N. Y	Poughkeepsie	184,444	1
laricopa, Ariz			45	Mobile, Ala	Mehite		114	Hinds, Miss	Jackson	183,140	1
ummit, Ohio			46	Prince Georges, Md.	Hyattsville		115	Berkshire, Mass		182,999	li
forcester, Mass			47	St. Joseph, Ind	South Bend	289,562	116	Lane, Ore	Eugene	182,386	1
nien, N. J		637,939	48	Knox, Tenn	Knoxville	283,509	117	Roanoke, Va	Roanoke	179,659	li
efferson, Ala			49	Hamilton, Tenn	Chattanooga	282,597	118	Clark, Nev	Las Vegas	178,386	li
fontgomery, Ohio	Dayton	. 631,097	50	Nueces, Tex	Corpus Christi	282,315	119	Montgomery, Ala	Montgomery	178,703	li
			-	Erie, Pa	Eria	282,196	120	Rock Island, Ill	Rock Island	177,492	1
ludson, N. J			51						- John Lyminut,		1
exar, Tex		624,495	52	Allen, Ind	Fort Wayne	281,916	121	Berrien, Mich	Benton Harbor	177.096	1
ssex, Mass			53	East Baton Rouge,				Wyandotte, Kans	Kansas City	175,729	li
range, Cal			54	La	Baton Rouge	281,267	122	Lancaster, Nebr	Lincoln	175,245	li
affolk, N. Y	Patchogue	607,712	55	Dauphin, Pa	Harrisburg		123	El Paso, Coio	Colorado Springa		1
acramento, Cal			56	Oneida, N. Y	Utica		124	Santa Barbara, Cal	Santa Barbara	173,104	1
ucas Ohio		. 595,556	57	Lehigh, Pa	Allentown		125	Linn, Iowa	Cedar Rapids	170,844	1
assaic, N. J			58	Ingham, Mich	Lansing		126	Chautauqua, N. Y	Jamestown	169,853	1
ake, Ind			50	St. Louis, Minn	Duluth		127	Muskegen, Mich,	Muskegen	169,644	1
			60	Peoria, Ill	Peoria		128	Yakima, Wash			
uval, Fla				Bernalillo, N. M	Albuquerque		129	McLennan, Tex	Yakima	168,094	1
uval, Fla			1	Bucks, Pa	Bristoi		130	Wickennian, 18x	Waco	168,451	1
	Lower Mission					570,001	100	Total About Com.			1
lontgomery, Pa		560 510	81								
lontgomery, Pa	Township		61	Pima. Aria	Tuccon	260 700	194			128,072,668	8
lontgomery, Pa	Township San Bernardine	549,234	62	Pima, Ariz	Tucson	269,700	131	% of U. S. A		128,072,668 83.9813	8
ontgomery, Pa in Bernardino, Cal. klahomu, Okla	Township San Bernardine Oklahema City.	. 549,234 . 539,085	62 63	Pulaski, Ark	Little Rock	268,560	132				8
lontgomery, Pa an Bernardino, Cal. klahomu, Okla orfolk, Va	Township San Bernardine Oklahema City. Norfolk	. 549,234 . 539,085 . 536,518	62 63 64	Pulaski, Ark Niagara, N. Y	Little Rock Niagara Falls	268,560 268,461	132 133	% of U. S. A		83.9813	
n Bernardino, Cal Llahoma, Okla orfolk, Va	Township San Bernardine Oklahema City. Norfolk St. Paul	549,234 539,065 536,518 533,994	62 63 64 65	Pulaski, Ark Niagara, N. Y Winnebago, Ill	Little Rock Niagara Falls Rockford	268,560 268,461 268,371	132 133 134	% of U. S. A	nty, with Total Re	83.9813	
ontgomery, Pa in Bernardino, Cal. klahomu, Okla	Township San Bernardine Oklahema City. Norfolk St. Paul Chester	549,234 539,085 536,518 533,994 520,279	62 63 64	Pulaski, Ark Niagara, N. Y	Little Rock Niagara Falls	268,560 268,461 268,371 259,111	132 133	% of U. S. A		83.9813	

22 Great Newspapers can help you sell with this \$250,000 Research Job

Get the 1958 Consolidated Consumer Analysis-Product Use, Brand Position and Trends

SUBJECTS COVERED

include favorite shopping days, foods, soaps and allied products, toiletries, beverages, homes and appliances, automobile ownership and purchasing plans, gasoline, oil, tires, painting, paper products, carpets and rugs, outboard motors, power lawn mowers, cigars and cigarettes, foundation garments, children in house-holds, incomes

DULUTH

ST PAUL MILWAUKEE COLUMBUS

CHICAGO

CHICAGO

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CINCINNATI

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CRAMENTO SALT LAKE CITY DENVER

PHOENIX

WICHITA

The 13th annual edition of the Consolidated Consumer Analysis brings you a nation-wide picture of shopping habits with 22-market comparisons in 125 different product classifications and thou-

sands of brands, a three year trend in product

use and median product use. This 130-page digest showing the competitive situation, consumer acceptance and sales potentials in 22 markets also includes basic data on population, households, income and retail sales.

Chicago Daily News
Cincinnati Times-Star
The Columbus Dispatch-Ohio State Journal
Denver Post
Duluth Herald and News-Tribune
The Fresno Bee
Honolulu Star-Bulletin
The Indianapolis Star and News

Long Beach Independent and Press-Telegram
The Milwaukee Journal
The Modesto Bee
Newark News
The Omaha World-Herald
Oregon Journal (Portland)
Phoenix Republic and Gazette

The Sacramento Bee
The Salt Lake City Tribune
and Deseret News
The San Jose Mercury and News
The Seattle Times
St. Paul Dispatch and Pioneer Press
The Washington Star
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SURVEY OF

INDUSTRIAL BUYING POWER

... with these exclusive features:

- number of plants & total employment by leading counties in each of 446 four-digit S.I.C. industries;
- gross sales updated for four-digit plants;
- employment estimates for 100 leading counties in each two-digit industry (available only through Sales Management).
- value of products shipped in 1957.
- how S.I.C. classifications are used by industrial marketers for media selection, improvement in advertising copy, market, pin-pointing.
- how to find industrial customers.
- best methods to locate factories, warehouses and sales offices in relation to markets.
- plus a battery of special reports prepared for Sales Management by leading consultants to industry, outstanding marketing, agency and media executives.

Publication date: July 10, 1958

On July 10 last year, Sales Management created a major marketing "breakthrough" with the first annual Survey of Industrial Buying Power . . . adding significantly to the quantity, quality and regularity of Sales Management's editorial service to industrial sales and marketing executive subscribers.

Sales-minded executives were quick to buy thousands of additional copies for immediate use. Federal agencies and important management organizations hailed the Industrial Survey as a vital contribution: NIAA, for example, distributed copies to its 4,300 members; the Research Institute of America cited it in a report to management under the heading, "Going Beyond the Census Figures." And, as the Institute pointed out, the upcoming July 10, 1958 edition "will be considerably mere valuable because it will list number of plants and employment by '4-digit' industries at the county level."

To ease the pressure on industrial advertisers and agencies who find they have tee few subscription copies of the Survey of Industrial Buying Power, we stand ready—now—to accept advance orders for additional copies (\$1.00 each). What are your requirements?



Retail Sales Per Family, 200 Counties

Estimates, 1957, for the 200 counties leading in total retail sales

COUNTY	LEADING	PER FAMILY	Plank	COUNTY	LEADING	SALES PER FAMILY	Rank	COUNTY	LEADING	PER FAMILY	Ran
amd STATE	CITY	SAD Estimates	in Group	and STATE	CITY	Estimates	in Group	and STATE	CITY	SM) Estimates	in
Suffolk, Mass	Besten	6,483	1	Berkshire, Mass	Pittsfield	4,378	68	Jefferson, Ky	Louisville	4,000	136
Fulton, Ga	Atlanta	6,362	2	Dutchess, N. Y	Poughkeepsie	4,371	69	Butler, Ohio	Hamilton	3,999	137
Dade, Fla	Miami	5,977	3	Dane, Wisc	Madison	4,367	70	St. Louis, Minn	Duluth	3,991	138
Mercer, N. J	Trenton	5,681	4					Will, Ill	Joliet	3,990	139
Guilford, N. C District of Columbia,	Greensboro	5,617	5	El Paso, Colo	Colorado Springs	4,385	71	Suffolk, N. Y	Patchogue	3,988	140
	Washington	E 201		Essex, N. J	Newark	4,363	72				
D. C	Washington Attantic City	5,501 5,364	6 7	Ingham, Mich	Lansing	4,361	73	Middlesex, Mass	Cambridge	3,985	141
Arlington, Va	Alexandria	5,307	8	Orange, N. Y	Newburgh	4,358	74 75	Sedgwick, Kans	Wichita	3,973	142
Palm Beach, Fla	West Palm	0,307		Linn, lowa	Pittsburgh Cedar Rapids	4,347	78	Providence, R. I	Jackson	3,973 3,970	142
	Beach	5,302	9	El Paso, Tex	El Paso	4,328	77	McLennan, Tex	Waco	3,963	145
Fairfield, Conn	Bridgeport	5,229	10	Dauphin, Pa	Harrisburg	4,327	78	Bergen, N. J	Hackensack	3,962	146
				Hamilton, Ohio	Cincinnati	4,323	79	Hamilton, Tenn	Chattanooga	3,947	147
Clark, Nev	Las Vegas	5,225	11	Bernalillo, N. M	Albuquerque	4,309	80	Broome, N. Y	Binghamton	3,940	148
Broward, Fla	Fort Lauderdale.	5,140	12					Saginaw, Mich	Saginaw	3,937	149
Hartford, Conn	Hartford	5,116	13	Santa Clara, Cal	San Jose	4,306	81	Riverside, Cal	Riverside	3,935	150
Potter, Tex	Amarillo	5,073	14	Ramsey, Minn	St. Paul	4,303	82				
Dallas, Tex	Dallas	5,068	15	Kanawha, W. Va	Charleston	4,301	83	Pima, Ariz	Tucson	3,926	151
Passaic, N. J.	Paterson	5,044	16	Hillsborough, N. H	Manchester	4,301	83	Muskegon, Mich	Muskegon	3,918	152
Kane, III	Aurora	5,015	17	Tulare, Cal	Visalia	4,278	85	Montgomery, Ala	Montgomery	3,910	153
Denver, Colo	Youngstown	5,014 4,964	18	Polk, Iowa Lubbock, Tex	Des Moines	4,276	86	York, Pa	York	3,899	154
Henrico, Va	Richmond	4,934	20	Lancaster, Pa	Lubbock	4,274	87 88	Tarrant, Tex	Fort Worth	3,898	155
	riteathers	4,304	20	Richland, S. C	Columbia	4,265 4,236	89	Berrien, Mich Ventura, Cal	Benton Harbor	3,892	156
Wake, N. C	Raleigh	4.901	21	Onondaga, N. Y	Columbia Syracuse	4,229	90	Mobile, Ala	Ventura	3,878	157 158
Duval, Fla	Jacksonville	4.890	22	Citorionga, iv. it	Syracuse,	7,000	00	San Bernardino, Cal.,	San Bernardino	3,882	159
Cuyahoga, Ohio	Cleveland	4,849	23	Montgomery, Pa	Lower Merion			Berks, Pa	Reading	3,850	160
Jackson, Mo	Kansas City	4,819	24		Township	4,224	91	Bornog Fast.		0,000	100
Pinellas, Fla	St. Petersburg	4,812	25	Caddo, La	Shreveport	4,220	92	Montgomery, Md	Rockville	3,843	161
Westchester, N. Y	Yonkers	4,806	26	Lake, Ind	Gary	4,217	93	Lancaster, Nebr	Lincoln	3,826	162
Wayne, Mich	Detroit	4,794	27	Harris, Tex	Houston	4,215	94	Bexar, Tex	San Antonie	3,824	163
Nassau, N. Y.,	Hempstead			Maricopa, Ariz	Phoenix	4,207	95	Rock Island, Ill	Rock Island	3,817	164
	Township	4,793	28	Orleans, La	New Orleans	4,201	96	Worcester, Mass	Worcester	3,808	165
New Castle, Del	Wilmington	4,785	29	San Joaquin, Cal	Stockton	4,189	97	San Diego, Cal	San Diego	3,801	166
Orange, Fla	Orlands	4,777	30	Kent, Mich	Grand Rapids	4,181	98	Spokane, Wash	Spokane	3,795	167
Salt Lake, Utah	Salt Lake City	4 744	24	Multnomah, Ore	Portland	4,174	99	Norfolk, Va	Norfolk	3,792	168
Mecklenburg, N. C	Salt Lake City Charlotte	4,741	31	Lucas, Ohio	Toledo	4,171	100	Chatham, Ga	Savannah	3,779	169
Santa Barbara, Cal	Santa Barbara	4,678	33	Nueces, Tex	Occasion Obvioti	4 170	101	Greenville, S. C	Greenville	3,747	170
Lehigh, Pa	Altentown	4,638	34	Knox, Tenn	Corpus Christi Knoxville	4,170 4,169	102	Plymouth, Mass	Breckton	3,709	171
Hennepin, Minn	Minneapolis	4,633	35	Camden, N. J	Camden	4,166	103	Schenectady, N. Y	Schenectady	3,694	172
Marion, Ind	Indianapolis	4.620	36	Philadelphia, Pa	Philadelphia	4,157	104	Essex, Mass	Lynn	3,660	173
Peoria, III	Peoria	4,617	37	Montgomery, Ohio	Dayton	4,149	105	Vanderburgh, Ind	Evansville	3,680	173
Milwaukee, Wisc	Milwaukee	4,606	38	Oklahoma, Okla	Oklahoma City	4,147	106	Chautaugua, N. Y	Jamestown	3,645	175
Winnebago, III	Rockford	4,595	39	Monmouth, N. J	Asbury Park	4,137	107	Norfolk, Mass	Quincy	3,612	176
Union, N. J	Elizabeth	4,593	40	Northampton, Pa	Bethlehem	4,129	108	Monterey, Cal	Salinas	3,610	177
				San Mateo, Cal	San Mateo	4,128	109	Yakima, Wash	Yakima	3,607	178
Cook, III	Chicago	4,592	41	Kalamazoo, Mich	Kalamazoo	4,128	109	Lane, Ore	Eugene	3,604	179
Escambia, Fla	Pensacola	4,591	42	Wante W		4 ***	144	Orange, Cal	Santa Ana	3,573	180
Cumberland, Me Stanislaus, Cal	Portland	4,579	43	Travis, Tex	Austin	4,113	111	Letters 41	Disselant		
New Haven, Conn	Medesto New Haven	4,562 4,545	44	Erie, N. Y Oakland, Mich	Buffalo	4,112	112	Jefferson, Ala	Birmingham	3,563	181
Stark, Ohio	Canton	4,533	46	Forsyth, N. C	Pontiat	4,112 4,110	112	Charleston, S. C Beaver, Pa	Charleston Beaver Falls	3,532	182
Davidson, Tenn	Nashville	4,532	47	Morris, N. J	Morristown	4,108	115	Pulaski, Ark	Little Rock	3,527	184
Franklin, Ohio	Columbus	4,522	48	Sonoma, Cal	Santa Rosa	4,088	116	Madison, Ill	Alton	3,505	185
Douglas, Nebr	Omaha	4,512	49	Trumbull, Ohio	Warren	4,083	117	Cambria, Pa	Johnstown	3,492	186
Albany, N. Y	Albany	4,505	50	Allen, Ind	Fort Wayne	4,080	118	Pierce, Wash	Tacoma	3,465	187
				Chester, Pa	West Chester	4,077	119	Bristol, Mass	New Bedford	3,408	188
Genesee, Mich	Flint	4,489	51	Niagara, N. Y	Niagara Falls	4,068	120	Du Page, III	Elmhurst	3,406	189
Shelby, Tenn	Memphis		52					Delaware, Pa	Chester	3,403	190
Summit, Ohio	Akron	4,485	53	New York City (5							
Sangamon, III	Springfield	4,485	53	Counties), N. Y	New York City	4,065	121	St. Clair, Ill	East St. Louis	3,402	191
Kern, Cal	Bakersfield	4,478	55	St. Louis, Mo	St. Louis	4,060	122	Washington, Pa	Washington	3,401	192
Sacramento, Cal	Sacramento	4,475	56	King, Wash	Seattle	4,058	123	Westmoreland, Pa	Greensburg	3,350	193
Baltimore, Md	Baltimore	4,468	57	St. Joseph, Ind	South Bend	4,055	124	Prince Georges, Md		3,338	194
New London, Conn Fresno, Cal	New London	4,488	57	San Francisco, Cal	San Francisco	4,052	125	Bucks, Pa	Bristol	3,336	194
Jefferson, Tex	Beaument	4,428	59	Tulsa, Okia	Tulsa	4,050	128	Lackawanna, Pa	Scranton	3,321	196
Zonoroun, I DA	Boaumont	4,421	60	Erie, Pa	Erie	4,049	127	Hudson, N. J	Jersey City	3,251	197
Washtenaw, Mich	Ann Arbar	4,419	61	Monroe, N. Y Alameda, Cal	Rochester	4,036	128 129	Luzerne, Pa	Wilkes-Barre	3,214	198
Lake, III	Waukegan	4,410	62	Contra Costa, Cal	Richmond	4,031	130	Macomb, Mich Wyandotte, Kans	Mount Clemens.	3,154	199
Hillsborough, Fla	Tampa	4,397	63	John a Overa, Oal	munnollu	4,022	100	wyanuoue, Kans	Kansas City	2,812	200
Los Angeles, Cal	Los Angeles	4,393	64	Middlesex, N. J	New Brunswick	4,018	131	U.S. Per Family Sales		3,974	
Roanoke, Va	Raanoke	4,393	64	Lorain, Ohio	Lorain	4,016	132	Joseph Carriery Sales		1 2,014	-
Hampden, Mass	Springfield	4,386	66	Oneida, N. Y	Utica	4,012	133	Honolulu Cour	rty, with a Sales Pe	r Family of	
East Baton Rouge,			1	Newport News, Va	Newport News	4.007	134		rank 171 if included		

fonolulu County, with a Sales Per Family of 3,730, would rank 171 if included above.



"Thanksgiving in APRIL?"

APRIL 1958

Yes, in April. Because in April, just 25 years ago, John Blair & Company began its work in radio station representation.

The intervening years have been years of Growth.

Growth in offices, from one to ten.

Growth from zero to multi-millions in volume.

Growth in advertiser-service, where we have led in establishing departments in Sales Development, in Research, in Station Operations and in Industry Promotion.

Growth in station-list, to a group of stations and markets recognized as the strongest served by one representative firm.

So April of 1958 seems a most appropriate time for Thanksgiving—

for putting on record our deep and sincere thanks to advertisers and their agencies who give Spot Broadcasting a continually greater responsibility for building sales—

and to the management and personnel of the stations named below, whose close and effective cooperation has made our growth-record possible.

President, John Blair & Company



WTRY—Albany-Schenectady-Troy
WFBR—Baltimore
WNBF—Binghamton
KFYR—Bismarck
KIDO—Boise
WHDH—Boston
WLS—Chicago
WCPO—Cincinnati
WBNS—Columbus

KLIF-KFJZ—Dallas-Ft. Worth KTLN—Denver* WXYZ—Detroit

KFRE-Fresno KILT-Houston WIBC-Indianapolis

WIBC—Indianapolis
*Effective 5/1/58

WJAX-Jacksonville WHB-Kansas City WNOX-Knoxville

KFWB—Los Angeles WKLO—Louisville WMC—Memphis

WQAM-Miami

WDGY—Minneapolis-St. Paul WSM—Nashville WDSU—New Orleans

WABC—New York WGH—Norfolk WOW—Omaha

WDBO-Orlando WFIL-Philadelphia KOY-Phoenix WWSW-Pittsburgh

WWSW-Pittsburgh

WPRO-Providence KTSA-San Antonio

KGO—San Francisco WSAV—Savannah KING—Seattle

KEEL—Shreveport
KXOK—St. Louis
WFLA—Tampa-St. Petersburg

KRMG—Tulsa
WWDC—Washington
WWVA—Wheeling
KFH—Wichita

Food Store Sales, 200 Leading Counties

Estimates, 1957, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	SALES Est. (in thousands)	Rank in Group	COUNTY and STATE	LEADING	FOOD STORE SALES SALES Est. (in thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	FOOD STORE SALES Est. (in thousands)	Flani in Gree
New York City (5				Onondaga, N. Y	Syracuse	124.512	68	Caddo, La	Shreveport	59,732	137
Counties), N. Y	New York City		1	Ramsey, Minn	St. Paul	123,937	69	Ingham, Mich	Lansing	59,625	138
Los Angeles, Cal	Los Angeles		2	Fresno, Cal	Freane	119,980	70	Hillsborough, N. H	Manchester	59,601	130
Cook, III	Chicago		3			445 000		Kane, III	Aurora	59,419	140
Wayne, Mich	Detroit	911,775	4	Hampden, Mass	Springfield	119,392	71	Mecklenburg, N. C	Charlotte	56,004	141
Philadelphia, Pa Cuyahoga, Ohio	Philadelphia	597,229	5	Oklahoma, Okla	Oklahoma City	118,327	72	Atlantic, N. J	Atlantic City	57,604	142
Allegheny, Pa	Cleveland		8	Stark, Ohio	Canton	113,480	73	Pulaski, Ark	Little Rock	87,425	143
Nassau, N. Y.	Pittsburgh Hempstead	572,314	7	Bristol, Mass	New Bedford	112,654 111,817	74 75	Bernalillo, N. M	Albuquerque	57,388	144
reacounty res	Township	482,921	8	Arlington, Va	Alexandria	108,984	76	Beaver, Pa	Beaver Falls	57,018	145
St. Louis, Mg	St. Louis	450,805	9	Mahoning, Ohie	Youngstown	107.588	77	Cumberland, Me	Portland	56,579 56,419	147
Baltimore, Md	Baltimore	427,803	10	Davidson, Tenn	Nashville	106,082	78	Winnebago, Ill	Rockford	56,352	148
				Hillsborough, Fla	Татра	105,767	79	East Baton Rouge,			-
Suffolk, Mass	Boston	392,995	11	Middlesex, N. J	New Brunswick.	105,803	80	La	Baton Rouge	55,674	149
Harris, Tex	Houston	380,527	12					Schenectady, N. Y	Schenectady	55,578	150
Middlesex, Mass	Cambridge	354,064	13	Genesee, Mich	Flint	105,377	81				
Erie, N. Y	Buffalo	340,432	14	Prince Georges, Md	Hyattsville	104,539	82	New Lendon, Conn	New Lendon	54,347	151
Dade, Fla	Miami	333,859	15	Salt Lake, Utah	Salt Lake City	103,621	83	Dane, Wisc	Madison	54,072	152
Milwaukee, Wisc	Milwaukee	331,463	16	Henrico, Va	Richmond	100,492	84	Dauphin, Pa	Harrisburg	53,896	153
Alameda, Cal	Oakland	311,509	17	Kent, Mich	Grand Rapids	100,400	85	Peoria, III	Peoria	53,668	154
Essex, N. J.	Newark		18	Monmouth, N. J	Asbury Park	98,741	86	York, Pa	York	52,850	155
Westchester, N. Y	Yonkers	295,232	19	Luzerne, Pa	Wilkes-Barre	94,622	87	Newport News, Va	Newport News	52,543	156
Hamilton, Ohio	Cincinnati	273,347	20	Westmoreland, Pa	Greensburg	93,594	88	Anne Arundel, Md	Annapolis	51,916	157
San Diego, Cal	Oran Dilana	070 000	00	Macomb, Mich	Mount Clemens.	93,061	89	Cambria, Pa	Johnstown	51,420	158
King, Wash	San Diego	270,889	21	Mercer, N. J	Trenton	91,138	90	Escambia, Fla	Pensacola	50,535	199
Dallas, Tex	Seattle	266,075	22	Binoiles Ele	St. Petersburg	00 789	01	Ventura, Cal	Ventura	50,092	100
San Francisco, Cal	Dallas	262,676 261,381	23 24	Pineilas, Fla	Bakersfield	90,782	91	Polk, Fig.	Labeland	40 000	100
District of Columbia,	oan Francisco	201,301	24	Kern, Cal Douglas, Nebr	Omaha	90,408 87,875	93	Vanderburgh, ind	Lakeland	49,807	161
D. C.	Washington	259,356	25	Montgomery, Md	Rockville	87,160	94	Jefferson, La	Gretna	49,801	162
Borgon, N. J.	Hackensack	252,148	28	Tulsa, Okia	Tuisa	85,416	95	Lane, Ore	Eugene	49,085	184
Fairfield, Conn	Bridgeport	245,408	27	Albany, N. Y	Albany	85,179	96	Will, Ill.	Joliet	48,973	185
Hennepin, Minn	Minneapolis	238,614	28	Broward, Fla	Fort Lauderdale.	85,064	97	Berkshire, Mass	Pittsfield	48,298 48,297	166
Hartford, Conn	Hartferd	216,186	29	Sedgwick, Kans	Wichita	84,754	98	Alien, Ind	Fort Wayne	48,134	167
New Haven, Conn	New Haven	210,413	30	New Castle, Del	Wilmington	84,098	99	Muskegon, Mich	Muskegen	47,863	188
riaron, comi.		210,410	-	Pierce, Wash	Tacoma	81,891	100	Fairfax, Va	Falls Church	47,850	100
Franklin, Ohie	Columbus	197,338	31	Troiton Washin	***************************************	01,001	1.00	Charleston, S. C	Charleston	47,461	170
Multnomah, Ore	Pertland	194,178	32	Riverside, Cal	Riverside	81,617	101	Charleston, or on	CHAIR POSTONIA	47,401	
Hudson, N. J	Jersey City	193,160	33	Lake, Ill	Waukegan	80,800	102	Butler, Ohio	Hamilton	47,450	171
Fulton, Ga	Atlanta	188,631	34	Spokane, Wash	Spokane	79,249	103	Monterey, Cal	Salinas	47,442	172
Santa Clara, Cal	San Jose	186,622	35	Berks, Pa	Reading	78,815	104	Greenville, S. C	Greenville	47,406	173
Oakland, Mich	Pontiac	181,642	36	Kanawha, W. Va	Charleston	78,724	105	Stanislaus, Cal	Modesto	47,388	174
Marion, Ind	Indianapolis	180,080	37	Mobile, Ala	Mobile	77,601	106	Chester, Pa	West Chester	47,274	175
Suffolk, N. Y	Patchogue	174,109	38	Jefferson, Tex	Beaument	77,255	107	Tulare, Cal	Visalia	47,011	176
Union, N. J	Elizabeth	173,559	39	Du Page, Ill	Elmhurst	76,882	108	Washtenaw, Mich	Ann Arbor	46,481	177
Monroe, N. Y	Rochester	172,434	40	Polk, Iowa	Des Moines	72,050	109	De Kalb, Ga	Decatur	45,849	178
		400	1	Plymouth, Mass	Brockton	71,753	110	Chatham, Ga	Savannah	45,825	179
Essex, Mass	Lynn	170,412	41	F10	mi m.			Berrien, Mich	Benton Harbor	45,591	180
Denver, Colo	Denver	189,405	42	El Paso, Tex	El Paso		111				
Worcester, Mass	Wercaster	169,405	42	Oneida, N. Y	Utica	70,829	112	Dutchess, N. Y	Poughkeepsie	45,484	181
Jackson, Mo	Kansas City Sacramento	167,117	44	Bucks, Pa	Bristol		113	Wyandotte, Kans	Kansas City	45,223	182
Sacramento, Cal	Akron		45 46	Morris, N. J St. Louis, Minn	Merristown		114	Travis, Tex	Austin	44,824	183
Orange, Cal	Santa Ana		47	Hamilton, Tenn	Chattaneoga		118	Schuylkill, Pa Rock Island, Ill	Pottsville	44,646	185
Maricopa, Ariz	Phoenix		48	Pima, Ariz	Tucson	69,037	117	Chautauqua, N. Y	Jamestown	44,159	136
Jefferson, Ky	Louisville		49	Erie, Pa	Erio		118	Sonoma, Cal	Santa Rosa	43,748	187
Providence, R. I	Providence		50	Madison, Hi	Alton	68,622	119	Fayette, Pa	Uniontown	43,463	188
			1	Niagara, N. Y	Ningara Falls		120	Rensselaer, N. Y	Troy		189
Jefferson, Ala	Birmingham	158,437	51					Marin, Cal	San Rafael		190
Shelby, Tenn	Memphis		82	San Joaquin, Cal	Stockton	67,960	121				
San Mateg Cal	San Mateo		83	Lackawanna, Pa			122	Forsyth, N. C	Winston-Salem.	43,040	191
Passaic, N. J	Patersen		54	Gullford, N. C			123	Kalamazoo, Mich	Kalamazoo	42,909	192
Delaware, Pa	Chester	152,200	55	Palm Beach, Fla	West Palm			Wake, N. C	Raieigh		193
Tarrant, Tex	Fort Worth	151,441	56		Beach	65,723	124	Santa Barbara, Cal	Santa Barbara	42,246	194
Montgomery, Ohio	Dayton	149,383	57	Nueces, Tex	Corpus Christi	65,072	125	Saginaw, Mich	Saginaw		196
Lake, Ind	Gary	149,077	58	St. Clair, III			126	Clark, Nev	Las Vegas		190
Orisans, La	New Orleans		59	Orange, Fla			127	Richmond, Ga	Augusta		197
Bexar, Tex	San Antonio	144,744	60	St. Joseph, Ind			128	Calhoun, Mich	Battle Creek		190
				Northampton, Pa			129	Sangamon, III	Springfield		196
Duval, Fla			61	Lancaster, Pa	Lancaster	62,685	130	Richland, Ohio	Mansfield	40,781	200
Lucas, Ohio		140,902	62								-
Montgomery, Pa				Orange, N. Y			131/	Total Above Counties			
	Township		63	Lorain, Ohio			132	% of U. S. A	I	64.8547	-
Centra Costa, Cal	Richmend		64	Trumbull, Ohie			133				
San Bernardine, Cal		136,102	65	Washington, Pa		. 60,919	134		nty, with Food St		
Norfolk, Mass	Quincy	127,364	66	Knox, Tenn	. Knoxville	. 60,738	135		and, would rank 7		

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your best prospects are

FAMILIES WITH CHILDREN!



Families with children spend 40.5% more for FOOD!

1957 expenditures for Food: Families with children: \$44,536,000,000 Families without children: \$31,724,000,000

You simply can't feed 3, 4 or 5 people with the same amount of food used by childless families. That's why the young mother is the biggest food customer.



Families with children spend 166.7% more for WASHING MACHINES!

1957 expenditures for Washing Machines: Families with children: \$800,000,000 Families without children: \$300,000,000

Hard-playing children and mountains of dirty clothes naturally go together. A washing machine is a must for modern mothers of constantly expanding families.



Families with children spend 149% more for **HOMES!**

1957 expenditures for Homes: Families with children: \$25,400,000,000 Families without children: \$10,200,000,000

Families just naturally need more living space when children come along. And they buy it too, as these figures show!



Families with children spend 51.7% more on AUTOMOBILES!

1957 expenditures for Automobiles: Families with children: \$13,500,000,000 Families without children: \$8,900,000,000

Station Wagon? It might better be named "Children's Wagon". The era of bigger families has brought this automobile into its own!



PARENTS' MAGAZINE

PARENTS' MAGAZINE'S CIRCULATION GUARANTEE 1,775,000

MONTHLY READERSHIP 6,000,000

(Readership study on request)



Families with children spend 100% more on FURNITURE!

1957 expenditures for Furniture: Families with children: \$2,200,000,000 Families without children: \$1,100,000,000

If you have children of your own, you won't need even these convincing sales figures to know that families with children do indeed spend the most for home furnishings.



REFRIGERATORS!

1957 expenditures on Refrigerators: Families with children: \$600,000,000 Families without children: \$400,000,000

Since families with children buy the most foods, naturally they have the greatest need for food storage area. That's why this market also spends the most for refrigerators!

Sources: Dept. of Agriculture, 1957 Special Tabulation, Survey of Consumer Finances, 1957.

children make the big difference in family spending!

52 Vanderbilt Ave., N.Y. 17 • Chicago • Atlanta • Boston • Los Angeles • San Francisco

Eating & Drinking Places Sales, 200 Leading Counties

Estimates, 1957, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	EATING and DRINKING PLACES SALES SALES Est. (in thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	EATING and DRINKING PLACES SALES Est. (in thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	EATING and DRINKING PLACES SALES Est. (in thousands)	Rank in Group
New York City (5				Norfolk, Va	Norfolk	38,501	68	Lackawanna, Pa	Scranton	17,521	137
Counties), N. Y	New York City		1	Tarrant, Tex	Fort Worth	36,384	69	Pulaski, Ark	Little Rock	17,484	138
Cook, III Los Angeles, Cal	Los Angeles	683,354 633,565	2	Ramsey, Minn Hillsborough, Fla	St. Paul	35,777 35,340	70	Erie, Pa	Ashtabula	17,385 17,277	139
Wayne, Mich	Detroit	302,012	4	Oklahoma, Okla	Oklahoma City	35,082	72	Vanderburgh, Ind	Evansville	17,218	141
Philadelphia, Pa	Philadelphia	248,696	5	Hampden, Mass	Springfield	34,925	73	Lorain, Ohio	Lorain	16,982	142
Cuyahoga, Ohio	Cleveland	189,503	8	Montgomery, Pa	Lower Merien	01,122	1	Clark, Nev	Las Vegas	16,880	143
Baltimere, Md	Baltimore	195,488	7		Township	34,840	74	Kanawha, W. Va	Charleston	16,842	144
San Francisco, Cal	San Francisco	163,489	8	Duval, Fla		34,705	75	Mobile, Ala	Mobile	16,794	145
Dade, Fla	Miami	158,970	9	Norfolk, Mass		34,625	76	Trumbull, Ohio	Warren	16,635	148
Allegheny, Pa	Pittaburgh	152,448	10	Jefferson, Ala		33,593	77	Jefferson, Tex	Beaumont	16,429	147
0.6.8.8.		*** ***		Mercer, N. J			78	Du Page, III	Elmhurst	16,400	148
Suffolk, Mass, St. Louis, Mo	Boston	144,711	11	Shelby, Tenn			79	Anne Arundel, Md	Annapolis	16,333	149
Nassau, N. Y	St. Louis	143,817	12	Fresno, Cal	Fresno	31,981	80	East Baton Rouge,	Baton Rouge	16,253	150
	Township	133,253	13	Albany, N. Y	. Albany	30,641	81	La	Date: Houge	10,200	100
Milwaukee, Wisc	Milwaukee		14	Stark, Ohio			82	Ingham, Mich	Lansing	16,200	151
Erie, N. Y	Buffalo	124,048	18	Bristol, Mass			83	Hamilton, Tenn	Chattanooga	16,172	152
Essex, N. J	Newark	119,529	16	Centra Cesta, Cal	. Richmond	. 29,667	84	Butler, Ohio	Hamilton	16,083	153
District of Columbia,				Riverside, Cal	. Riverside		85	Will, Ill	Joliet	16,031	154
D. C	Washington	118,884	17	Salt Lake, Utah			86	Lancaster, Pa	Lancaster	16,007	155
Hamilton, Ohio	Cincinnati		18	Kern, Cal			87	Ocean, N. J	Point Pleasant.	15,970	156
King, Wash	Seattle		19	Genesee, Mich			88 89	Knex, Tenn	Knoxville	15,826	157
Alameda, Cal	Oakland	93,337	20	Lake, III			90	Dutchess, N. Y Travis, Tex	Poughkeepsie Austin	15,250 15,134	159
Harris, Tex	Houston	87,675	21	ivianoning, Onio	. roungstown	. 27,000	-	Galveston, Tex	Galveston	14,770	160
San Diego, Cal	San Diego		22	Palm Beach, Fla	. West Palm	1		Calveoton, Tox	Claireoton	14,770	100
Hennepin, Minn	Minneapolis		23		Beach	. 26,448	91	Cape May, N. J	Wildwood	14,516	161
Westchester, N. Y.,	Yonkers	82,094	24	St. Clair, III	. East St. Louis	25,938	92	Caddo, La	Shreveport	14,390	162
Middlesex, Mass	Cambridge	81,396	25	Davidson, Tenn			93	Burlington, N. J	Burlington	14,372	163
Orleans, La	New Orleans		26	Henrico, Va			94	La Salle, III	Streator	14,327	164
Dallas, Tox	Dallas		27	Tulsa, Okla			95	Montgomery, Md	. Rockville	14,304	165
Marion, Ind	Indianapolis			Arlington, Va				Ventura, Cal	Ventura		166
Hartford, Conn Franklin, Ohio			29 30	New Castle, Del				Chester, Pa	West Chester York		167
Franklin, Onio	Columbus	. 69,928	30	San Joaquin, Cal Winnebago, Ill				York, Pa	Ann Arber		169
Hudson, N. J	Jersey City	. 69,153	31	Niagara, N. Y				Chautaugua, N. Y	Jamestown		170
Bergen, N. J				, magaraj rei rei rei		-	1.00	New London, Conn			171
New Haven, Conn				Kent, Mich	Grand Rapids	23,658	101	Santa Barbara, Cal			172
Jackson, Mo			34	Pierce, Wash				Sonoma, Cal			173
Jefferson, Ky		. 61,680		Prince Georges, Mo				Schenectady, N. Y.,			174
Fairfield, Conn				Sedgwick, Kans				Escambia, Fla			175
Multnomah, Ore				Polk, Iowa				Northampton, Pa			176
Denver, Cole				Oneida, N. Y				Macon, III.			177
Orange, Cal Fulton, Ga				Luzerne, Pa				Saginaw, Mich Marin, Cal			179
e sargering collections of	- Atlanta	34,000	40	Dauphin, Pa				El Paso, Colo			180
Monroe, N. Y	. Rochester	52,225	41	Allen, Ind			1	L11 400, 0010	, colorado opring	10,000	100
Lucas, Ohio							1	Kenten, Ky	. Covington	13,081	181
Summit, Ohio	. Akron			Berks, Pa		21,651		Guilford, N. C			182
Montgomery, Ohio				Spokane, Wash				Brown, Wisc			183
Providence, R. I				St. Joseph, Ind				Chatham, Ga			184
Essex, Mass				Mecklenburg, N. C.				Tulare, Cal			185
Maricopa, Ariz Passaic, N. J	Phoenix	49,478		Peoria, III				Berrien, Mich Jefferson, La	Gretna		186
Santa Clara, Cal				Bucks, Pa				Rensselaer, N. Y			188
Sacramento, Cal			1	Broome, N. Y				Selane, Cal			
Januarier, van	Jacob Million	10,021		Macomb, Mich				Racine, Wisc			
Worcester, Mass	Worcester	46,317	51	Pima, Ariz			7			1	
Lake, Ind	. Gary							Stanislaus, Cal			
Oakland, Mich	. Pontiac	45,496		Rock Island, III				Cumberland, Me.,.			
Onondaga, N. Y				Orange, Fla				Kalamazoo, Mich.			
Douglas, Nebr				Westmoreland, Pa.				Berkshire, Mass			
Union, N. J			1	St. Louis, Minn				Scott, Iowa Washington, Pa			
Suffolk, N. Y Monmouth, N. J				Sangamon, III				Humboldt, Cal			
Atlantic, N. J				Plymouth, Mass				Beaver, Pa			
Bexar, Tex				Kane, III				Sarasoto, Fla			
		12,30		Bernalillo, N. M				Newport News, Va.			
Camden, N. J	. Camden	42,796	61	Morris, N. J	Merristown		2 130			-	-
San Mateo, Cal	. San Mateo	42,558	62	Nueces, Tex	Carpus Christi.	18,83	2 131	Total Above Counti			
Broward, Fla				Orange, N. Y				% of U. S. A		70.9401	1
Middlesex, N. J				Lehigh, Pa							
San Bernardine, Cal				Washee, Nev					unty, with Eating		
Pinellas, Fla				Monterey, Cal				Places Sales 49 if include	of \$46,588 thousand above	u, would rani	
Delaware, Pa	. Chester	38,033	8/	Volusia, Fla	DEVIDING DOXCE	*** 17.00	130	a an it incinde	or district.		

General Merchandise Store Sales, 200 Leading Counties

Estimates, 1957, for the 200 counties leading in this category

COUNTY		GENERAL MDSE. STORE				GENERAL MDSE. STORE				GENERAL MDSE STORE	
and	LEADING	SALES	Rank	COUNTY	LEADING	SALES	Rank	COUNTY	LEADING	SALES	Rani
STATE	CITY	Est. (in thousands)	in Group	and STATE	CITY	Est. (in thousands)	in Group	STATE	CITY	Est. (in thousands)	Grou
ook, III	Chicago	1,440,026	1	Delaware, Pa	Chester	62,914	68	Middlesex, N. J	New Brunswick .	30,631	136
ew York City (5 Counties), N. Y	Name Work Otto	1 040 000		Passaic, N. J	Paterson	62,615	69	Caddo, La	Shreveport	30,187	137
os Angeles, Cal	New York City Los Angeles		2 3	Maricopa, Ariz	Phoenix	62,555	70	Westmoreland, Pa San Joaquin, Cal	Greensburg Stockton	29,810 28,956	138
hiladelphia, Pa	Philadelphia	585,694	4	Union, N. J	Elizabeth	61,904	71	Sangamon, Ill	Springfield	28,834	140
/ayne, Mich	Detroit	567,384	5	Douglas, Nebr	Omaha	61,594	72	Lubbock, Tex	Lubbeck	28,806	141
uyahoga, Ohio	Cleveland	395,296	6	Worcester, Mass	Worcester	60,973	73	Vigo, Ind	Terre Haute	28,638	142
uffelk, Mass	Boston		7	Lehigh, Pa	Allentown	59,449	74	Broward, Fia	Fort Lauderdale.	28,247	143
liegheny, Pa	Pittsburgh		8	Tuisa, Okia	Tulsa	58,962	75	Vanderburgh, Ind	Evansville	27,577	144
altimore, Md t. Louis, Mo	Baltimore	343,465	9	Spokane, Wash	Spokane	58,241	76	Cabell, W. Va	Huntington	27,586	145
to Louis, 1970	St. Louis	314,470	10	Arlington, Va Mercer, N. J	Alexandria	58,150	77	Riverside, Cal	Riverside	26,970	146
ulton, Ga	Atianta	257,747	11	Mecklenburg, N. C	Trenton	57,777 57,285	78 79	Oneida, N. Y	Utica	26,626 26,596	148
Dailas, Tex	Dallas	Carlotte Control	12	San Bernardino, Cal	San Bernardino	56,262	80	Ohio, W. Va	Wheeling	26,423	149
ackson, Me	Kansas City	243,837	13			30,000	-	Hinds, Miss	Jackson	26,368	150
(ing, Wash	Seattle		14	Hillsborough, Fla	Tampa	55,630	81				
Ailwaukee, Wisc	Milwaukee	227,400	15	Duval, Fla	Jacksonville	54,919	82	Dane, Wisc	Madison	26,277	151
Hennepin, Minn	Minneapolis	226,505	16	Knox, Tenn	Knoxville	53,533	83	Scott, Iowa	Davenport	25,789	152
District of Columbia,	WLt-	000 100	-	Allen, Ind	Fort Wayne	53,300	84	Fayette, Pa	Uniontown	25,738	153
Harris, Tex	Washington		17	New Castle, Del Montgomery, Md	Wilmington	52,703	85	Travis, Tex	Austin	25,518	154
Hamilton, Ohio	Cincinnati		19	Sedgwick, Kans	Rockville Wichita	52,460 52,381	86 87	Woodbury, Iowa Schenectady, N. Y	Sieux City Schenectady	25,346 24,986	150
Essex, N. J	Newark	189,274	20	El Paso, Tex	El Paso	51,527	88	Richmond, Ga	Augusta	24,682	157
		100,000		Polk, Iowa	Des Moines	51,409	89	Roanoke, Va	Roanoke	24,485	158
San Francisco, Cal	San Francisco	183,913	21	Peoria, Ili	Peoria	48,899	90	Fayette, Ky	Lexington	24,379	156
Erie, N. Y	Buffalo	179,591	22					Niagara, N. Y	Niagara Falls	24,377	160
Marion, Ind	Indianapolis		23	Orange, Fla	Orlando	48,577	91				
Orleans, La Nassau, N. Y	New Orleans	178,581	24	Kanawha, W. Va	Charleston	47,520	92	Montgomery, Ala	Montgomery	24,248	161
rensonu, re. T	Hempstead Township	175,861	25	Luzerne, Pa Dauphin, Pa	Wilkes-Barre Harrisburg	47,138	93	Chatham, Ga Macon, Ill	Savannah Decatur	24,069	163
Alameda, Cal	Oakland		26	Hudson, N. J	Jersey City		95	Buncombe, N. C	Asheville	23,905	16
Denver, Colo	Denver		27	Genesee, Mich	Flint	45,380	96	Saginaw, Mich	Saginaw		16
Multnomah, Ore	Portland		28	Stark, Ohio	Canton	45,133	97	Richland, S. C	Columbia		166
Middlesex, Mass	Cambridge	152,398	29	Pulaski, Ark	Little Rock	44,967	98	Allen, Ohio	Lima	23,468	167
Franklin, Ohio	Columbus	145,690	30	Pierce, Wash	Tatoma	44,820	99	Trumbull, Ohio	Warren		160
Challes Your			-	Orange, Cal	Santa Ana	44,000	100	McLennan, Tex	Wato		169
Shelby, Tenn San Diego, Cal			31	Marfell, Mass	0.1	40.000	101	Will, 111	Joliet	23,149	170
Dade, Fla	San Diego		32	Norfolk, Mass Kern, Cal			101	Washington, Pa	Washington	20 001	17
Hartford, Conn	Hartford		34	Clay, Mo		40,002	102	Warren, Pa	Warren		17
Tarrant, Tex	Fort Worth		35	Cast more treatment	City	43,196	103	Muscogee, Ga	Columbus		173
Westchester, N. Y	Yonkers		36	St Louis, Minn	. Duluth		104	Charleston, S. C	Charleston		17
Ramsey, Minn		114,592	37	Cambria, Pa	. Johnstown		105	Sonoma, Cal	Santa Ross		17
Summit, Ohio			38	San Mateo, Cal			106	Potter, Tex	Amarillo		17
Bergen, N. J			39	St. Joseph, Ind			107	Monterey, Cal	Salinas		17
Monroe, N. Y	Rochester	105,862	40	Fresno, Cal			108	Bibb, Ga	Macon		17
Oakland, Mich	Pontiac	104,662	41	Ingham, Mich Erie, Pa			109	Lorain, Ohio	Lorain		17
Montgomery, Ohio			42	Erie, Fa	Ene	. 39,2/1	110	Hillsborough, N. H Dutchess, N. Y	Poughkeepsie		18
Jefferson, Ky			43	Lancaster, Pa	. Lancaster	39,000	111	Jefferson, Ohio			18
Henrico, Va	Richmond		44	Kane, III			112	Bucks, Pa	Bristol		18
Providence, R. I	Providence	97,855	45	York, Pa	. York		113	Morris, N. J	Morristown	. 21,330	18
Bexar, Tex			46	Berks, Pa			114	Butler, Ohio	Hamilton	. 21,277	18
Jefferson, Ala			47	East Baton Rouge,				Brown, Wisc			18
Lucas, Ohio Oklahoma, Okla			48	La			115	Berkshire, Mass	Pittsfield		18
Fairfield, Conn			49 50	Jefferson, Tex Lancaster, Nebr			116	St. Clair, Ill			18
- and morring of Difference of the	ariugeport	03,222	30	Camden, N. J			118	Palm Beach, Fla	East St. Louis West Palm	. 20,922	18
Guilford, N. C	Greensboro	80,942	51	Hamilton, Tenn			119	will bedon, rim	Beath	20,376	19
New Haven, Conn	New Haven		52	Suffolk, N. Y			120				1
Salt Lake, Utah	ann anne aregi		53					Beaver, Pa			11
Hampden, Mass			54	Contra Costa, Cal			121	Shawnee, Kans			19
Lake, Ind			56	Mobile, Ala			122	Yakima, Wash			11
Albany, N. Y Norfolk, Va			56	Nueces, Tex			123	Plymouth, Mass			11
Pinellas, Fla			57	Bernalitle, N. M Monmouth, N. J				Muskegon, Mich Newport News, Va			19
Onondaga, N. Y			59	Bristol, Mass				Rock Island, III			
Montgomery, Pa		20,000	-	Lackawanna, Pa				Atlantic, N. J			
	Township	69,911	80	Cumberland, Me				Penobscot, Me	Bangor		
				Pima, Ariz				New London, Conn			1
Sacramento, Cal				Lake, III	. Waukegan						-
Mahoning, Ohio								Total Above Countie			
Wayne, N. Y				Greenville, S. C				% of U. S. A	J	73.3799	
Davidson, Tenn Santa Clara, Cal				Winnebago, Ill							
Kent, Mich				Forsyth, N. C					inty, with General		
	Lynn			Wake, N. C				Store Sales o	f \$62,168 thousand	u, would rank	K

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Apparel Store Sales, 200 Leading Counties

Estimates, 1957, for the 200 counties leading in this category

COUNTY and STATE	LEADING	STORE SALES Est. (in thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	STORE SALES SALES Est. (in thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	STORE SALES SALES Est. (in thousands)	Rani In Gree
New York City (5				Tulsa, Okła	Tulsa	31,089	69	York, Pa	York	15,160	137
Counties), N. Y	New York City		1	Norfolk, Mass	Quincy	30,254	70	Montgomery, Md	Rockville	15,144	138
Cook, III	Chicago	563,925	2	Douglas, Nebr	Omaha	29,650	71	Lancaster, Pa	Lancaster	15,019	139
.os Angeles, Cal	Los Angeles	509,783	3	Sacramento, Cal	Sacramento	29,548	72	Saginaw, Mich	Saginaw	14,901	140
Philadelphia, Pa	Philadelphia	252,293	4	Genesee, Mich	Flint	28,855	73				
Wayne, Mich	Detroit	244,197	5	Montgomery, Pa	Lower Merion			Washington, Pa	Washington	14,896	141
Dade, Fla	Miami	136,265	- 6		Township	28,465	74	Escambia, Fla	Pensacela	14,888	142
Essex, N. J	Newark	132,111	7	Tarrant, Tex	Fort Worth	28,355	78	Roanoke, Va	Roaneke	14,796	143
Cuyahoga, Ohio	Cleveland	129,181	8	Middlesex, N. J	New Brunswick.	28,056	76	Hillsborough, N. H	Manchester	14,715	144
Suffolk, Mass	Boston	127,131	9	Paim Beach, Fla	West Palm			Charleston, S. C	Charleston	14,665	145
Allegheny, Pa	Pittsburgh	122,786	10		Beach	27,620	77	Broome, N. Y	Binghamton	14,603	146
				New Castle, Del	Wilmington	27,289	78	Plymouth, Mass	Brockton	14,600	147
Nassau, N. Y	Hempstead			Summit, Ohio	Akron	27,167	79	Richland, S. C	Columbia	14,457	148
	Township	119,982	11	Pinellas, Fla	St. Petersburg	26,608	80	Schenectady, N. Y	Schenectady	14,156	149
District of Columbia,			1					Knox, Tenn	Knexville	13,932	150
D. C	Washington	108,134	12	Stark, Ohio	Canton	26,580	81				
San Francisco, Cal	San Francisco	107,551	13	Freano, Cal	Freame	28,573	82	Montgomery, Ala	Montgomory	13,775	151
Erle, N. Y	Buffalo	101,998	14	Henrico, Va	Richmond	26,107	83	Orange, N. Y	Newburgh	13,664	152
St. Louis, Mo	St. Louis	98,716	15	Sedgwick, Kans	Wichlta	25,985	84	Pierce, Wash	Tacoma	13,606	153
Baltimore, Md	Baltimore	97,710	16	Luzerne, Pa	Wilkes-Barre	25,516	85	Fayette, Ky	Lexington	13,571	154
Westchester, N. Y	Yonkers	92,100	17	Hillsborough, Fla	Tampa	25,132	86	Morris, N. J	Morristewn	13,569	155
Harris, Tox,	Houston	91,204	18	San Matee, Cal	San Matee	24,803	87	Beaver, Pa	Beaver Falls	13,557	156
Milwaukee, Wisc	Milwaukee	84,248	19	Kent, Mich	Grand Rapids	23,843	88	Schuylkill, Pa	Pottsville	13.548	157
Dallas, Tex	Dalias	79,196	20	Westmoreland, Pa	Greensburg	23,393	89	Washtenaw, Mich	Ann Arbor	13,485	158
			1	Salt Lake, Utah	Salt Lake City	23,302	90	Lorain, Ohio	Lorain	13,359	159
Middlesex, Mass	Cambridge	78,756	21					Berkshire, Mass	Pittsfield	13,323	160
Alameda, Gal	Oakland	77,898	22	Caddo, La	Shrevepert	23,056	91				
Hennepin, Minn	MInneapolis	78,488	23	Dauphin, Pa	Harrisburg	22,392	92	Nueces, Tex	Corpus Christi	13,119	161
New Haven, Conn	New Haven	74,055	24	San Bernardino, Cal	San Bernardine.	22,187	93	Pulaski, Ark	Little Rock	13,078	162
Hamilton, Ohio	Cincinnati	73,048	25	Arlington, Va	Alexandria	21,759	94	Cumberland, Me.,	Portland	13,076	163
Orleans, La	New Orleans	89,190	26	Mahoning, Ohio	Youngstown	21,672	95	Santa Barbara, Cal	Santa Barbara	13,064	164
San Diego, Cal	San Diege	67,203	27	Camden, N. J	Camden	21,396	98	Hinds, Miss	Jackson	13,005	165
Jackson, Mo	Kansas City	86,382	28	El Pasc, Tox	El Paso	21,261	97	Clark, Nev		12,808	186
Fairfield, Conn	Bridgeport	65,456	29	Mecklenburg, N. C	Charlotte	20,939	98	Muscogee, Ga	Columbus	12,635	187
Hartford, Conn	Hartford	61,436	36	Guilford, N. C	Greensbere	20,824	99	Kane, Hl	Aurora	12,410	168
				East Baton Rouge,				Sangamon, Ili	Springfield	12,354	189
Providence, R. 1	Previdence	80,966	31	La	Baton Rouge	20,814	100	Wake, N. C	Raleigh	12,175	176
King, Wash	Seattle	60,178	32								1
Hudson, N. J	Jersey City	60,025	33	Jefferson, Tex	Beaumont	20,485	101	St. Clair, Ill	East St. Louis	12,111	171
Passaic, N. J	Patersen	58,170	34	Mobile, Ala	Mobile	20,448	102	Linn, Iowa	Cedar Rapids	11,926	172
Fulton, Ga	Atlanta	57,959	35	Polk, !owa	Des Moines	20,368	103	Cabell, W. Va	Huntington	11,888	173
Franklin, Ohie	Columbus	55,605	36	Monmouth, N. J	Asbury Park	20,366	104	Polk, Fla	Lakeland	11,879	174
Bergen, N. J	Hackensack		37	Vanderburgh, Ind	Evansville	20,310	105	Stanislaus, Cal	Modesto	11,820	170
Monroe, N. Y	Rochester		38	Oneida, N. Y	Utica	20,189	106	Newport News, Va	Newport News.	11,819	171
Norfolk, Va	Norfolk	49,589	39	Berks, Pa	Reading	20,090	107	New London, Conn	New London	11,613	177
Essex, Mass	Lynn	47,099	48	Orange, Fla	Oriande	19,573	108	Monterey, Cal	Salinas	11,489	17
				Lackawanna, Pa	Scranton	19,521	109	Greenville, S. C	Greenville	11,409	179
Bexar, Tex			41	Atlantic, N. J	Atlantic City	19,277	110	Lancaster, Nebr	Lincoln	11,201	18
Jefferson, Ky	Louisville		42								
Santa Clara, Cal	San Jose		43	St. Joseph, Ind	South Bend	19,267	111	Madison, III		11,199	18
Denver, Cele			44	Dane, Wisc	. Madison		112	El Paso, Colo			18
Jofferson, Ala	Birmingham		45	St. Louis, Minn	Duluth		113	Bibb, Ga	Macon		18
Davidson, Tenn	Nashville		46	Northampton, Pa	Bethlehem		114	Chautauqua, N. Y	Jamestown	10,933	18
Union, N. J	Elizabeth		47	Contra Costa, Cal	Richmond		115	Kalamazoo, Mich		10,846	18
Worcester, Mass	Worcester		48	Travis, Tex	. Austin		116	Trumbuil, Ohio		10,663	18
Shelby, Tenn	Memphis		49	Hamilton, Tenn	. Chattanooga		117	Butler, Ohio		10,657	18
Oakland, Mich	Pontiac	41,649	50	Riverside, Cal	. Riverside		118	Macomb, Mich			18
	1			Kanawha, W. Va	Charlesten		119	Richmond, Ga			18
Multnomah, Ore	Portland		51	San Joaquin, Cal	. Stockton	. 17,357	120	Ohio, W. Va	. Wheeling	10,436	19
Marion, Ind	Indianapolis		52								
Montgomery, Ohio .		. 38,472	53	Alien, Ind	Fort Wayne		121	Galvesten, Tex			15
Orange, Cal			54	Niagara, N. Y			122	Lubbeck, Tex			11
Duvai, Fla			58	Lehigh, Pa			123	Dutchess, N. Y			11
Onondaga, N. Y			56	Lake, III			124	Shawnee, Kans			11
Lake, Ind			57	Spokane, Wash			125	Chester, Pa			11
Hampden, Mass			88	Erie, Pa			126	Volusia, Fla			
Bristol, Mass	New Bedford		59	Rensselaer, N. Y			127	Jackson, Mich			
Ramsey, Minn.	St. Paul	. 34,642	60	Forsyth, N. C			128	Du Page, ili			
				Chatham, Ga			129	Chemung, N. Y			
Broward, Fla.	Fort Lauderdale		61	Potter, Tex	. Amarillo	. 16,147	130	Will, III	. Joilet	9,543	2
Oklahoma, Okla.	Oklahoma City.		62							-	-
Maricopa, Ariz.	Phoenix	. 32,067	63	Peoria, Ill		16,108	131	Total Above Countie			
Lucas, Ohio	Tolede	. 31,920		Winnebago, Ill			132	% of U. S. A	.1	. 74.4845	
Delaware, Pa			65	Ingham, Mich			133				
	Albany	. 31,628	65	Bernalillo, N. M	. Albuquerque	. 15,755	134	Henolulu Co	unty, with Apparel	Store Sales	
Albany, N. Y Mercer, N. J			67	Pima, Ariz			135				

within just 3 issues seventeen magazine 2i read by out of teen-age girls in the U.S.A.



facts about SEVENTEEN

editorial interest ... Service magazine: Fiction, Fashion, Amusements, Beauty, Food, Home Furnishings. Cultural, General Topics.

cover price...35¢-Issued monthly.

circulation...1,048,262 ABC December, 1957. 73% newsstand. Highest potential market saturation, any

total teen audience...2,800,000. Every third U. S. teen girl every month; 75% of all teen girls within 3 issues.*

reader ages (13-19): 90%-15-19; 73%-16-19. Median age 17.1.*

occupation...83% in high school, college. 43% work full or part time (the national average for all women).

personal income ... \$10.03 per week-average of all 2.8 million readers. Totals \$1.5 billion yearly.

family income ... 12 highest, all 50 publications.†

all-age female audience... Largest, teens thru adult women, per 100 copies.†

advertising readership... Highest, by women, all magazines.

advertising linage... First among all women's monthly magazines, January-December, 1957 (Printers' Ink).

rates...B & W Page \$3645; 4-color \$5480. Cost/M, B & W \$3.48; 4-color \$5.23.

printing... Rotogravure. No plates required.

special teacher supplement... 19,500 Home Economics teachers pay for subscriptions to Seventeen...receive (plus the magazine) SEVENTEEN-AT-SCHOOL (lesson planbook based on Seventeen's contents)...use it (along with Seventeen) in teaching a total of 1,560,000 students.

SOURCES: *Gilbert Readership Survey, 1955; †Starch Reports, June, 1957

it's easier to START a habit than to STOP one!

SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22, N. Y. PLaza 9-8100

Furniture-Household-Appliance Store Sales, 200 Leading Counties

Estimates, 1957, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	FURN HOUSE,- APPL. STORE SALES Est. (in thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	FURN HOUSE APPL. STORE SALES Est. (in thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	FURN HOUSE,- APPL. STORE SALES Est. (in thousands)	Rank in Grou
New York City (5 Counties), N. Y	Naw York O'r			Salt Lake, Utah	Salt Lake City	26,741	68	Linn, Iowa	Cedar Rapids	13,928	137
Los Angeles, Cal	New York City Los Angeles	704,959 564,344	1 2	Mahoning, Ohio	Youngstown	26,501	69	Charleston, S. C	Charleston	13,906	138
Cook, III.	Chicago	347,921	3	Douglas, Nebr Contra Costa, Cal	Omaha	26,292	70	Lake, III		13,631	139
Wayne, Mich	Detroit	208,794	4	Bexar, Tex	San Antonie	26,034 25,966	71 72	Bucks, Pa Dane, Wisc		13,499	140
Philadelphia, Pa	Philadelphia	153,134	5	San Mateo, Cal	San Mateo	25,869	73	Kalamazoo, Mich		13,349 13,270	141
Cuyahoga, Ohio		125,120	8	Mercer, N. J	Trenton	25,451	74	Knox, Tenn		13,065	143
Allegheny, Pa St. Louis, Mo	0	116,071	7	Sedgwick, Kans	Wichlta	24,670	75	St. Clair, III	East St. Louis	13,013	144
Nassau, N. Y	Hempstead	100,753	8	Tarrant, Tex	Fort Worth	24,473	76	Pulaski, Ark		12,973	145
	Township	94,546	9	Tulsa, Okla Palm Beach, Fla	Tulsa	24,390	77	Sangamon, Ill		12,957	146
Baltimore, Md	Baltimore	93,705	10	rain beach, ria	Beach	24,152	78	Niagara, N. Y Travis, Tex		12,934	147
				Suffolk, N. Y	Patchogue	24,150	79	Santa Barbara, Cal.		12,924 12,781	148
Dade, Fla	Miami	89,346	11	Hillsborough, Fla	Tampa	24,107	80	Butler, Ohio	Hamilton	12,681	150
Harris, Tex	Houston	88,852	12							,	
Essex, N. J.	Newark	87,451 80,484	13 14	Camden, N. J	Camden	24,089	81	Trumbuil, Ohio		12,590	151
San Francisco, Cal.	San Francisco	79,501	15	Bristol, Mass New Castle, Del	New Bedford Wilmington	23,657	82 83	Washington, Pa		12,517	152
District of Columbia,				Middlesex, N. J	New Brunswick	22,524	84	Forsyth, N. G Morris, N. J		12,498 12,468	153 154
D. C	. Washington	76,165	16	Kent, Mich	Grand Rapids	21,711	85	Broome, N. Y		12,384	155
San Diego, Cal Milwaukee, Wisc	San Diego	74,363	17	Henrico, Va	Richmond	21.641	86	Nueces, Tex		12,351	156
Suffolk, Mass	Milwaukee	71,679	18	Davidson, Tenn	Nashville	21,347	87	Madison, Ill		12,129	157
Erie, N. Y.	Buffale	70,219 68,105	19 20	Luzerne, Pa	Wilkes-Barre	21,134	88	Chatham, Ga		12,115	158
		00,100	20	Onondaga, N. Y Delaware, Pa	Syracuse	21,034 20.897	89 90	Orange, N. Y	Newburgh	12,024	159
Westchester, N. Y.	Yonkers	65,630	21	womana of tarrers	OHEStel	20.09/	90	Escambia, Fla	Pensacola	11,930	160
Middlesex, Mass	Cambridge	65,100	22	El Paso, Tex	El Paso	19,990	91	New London, Conn	New London	11,795	161
Hamilton, Ohio Hennepin, Minn	Cincinnati Minneapolis	60,882	23	Kern, Cal	Bakersfield	19,971	92	Tulare, Cal	Visalia	11,759	162
Hartford, Conn	Hartford	60,058 56,963	24	Westmoreland, Pa	Greensburg	19,913	93	Polk, Fla	Lakeland	11,602	163
Fairfield, Conn	Bridgeport	56,522	25 26	Pinellas, Fla Winnebago, Ill	St. Petersburg.	19,855	94	Macomb, Mich	Mount Clemens.	11,517	164
New Haven, Conn	New Haven	55,110	27	Pierce, Wash	Rockford	19,460 18,716	95 96	Atlantic, N. J Kane, III	Atlantic City	11,415	165
King, Wash	Seattle	54,297	28	Albany, N. Y	Albany	18,861	97	Roanoke, Va	Roanoke	11,278 11,068	166
Sacramento, Cal	Sacramente	51,498	29	Berks, Pa	Reading	18.587	98	El Paso, Colo	Colorado Springs	10,807	168
Orleans, La.	New Orleans	51,419	30.	Peoria, III Spokane, Wash	Pearla	18,475 18,292	99 100	Hillsborough, N. H Muscogee, Ga	Manchester Columbus	10,780 10,770	169 170
Marion, Ind	Indianapolis	50,585	32	Polk, Iowa	Des Moines	18,263	101	Saginaw, Mich	Saginaw	10.447	191
Denver, Colo	Denver	49,729	33	Monmouth, N. J	Asbury Park	18,174	102	Ventura, Cal	Ventura	10,447	171
Santa Clara, Cal Union, N. J	San Jose	48,823	34	East Baton Rouge,				Stanislaus, Cal	Modesto	10,388	173
Jackson, Mo	Elizabeth Kansas City	46,810	35	La	Baton Rouge	18,079	103	Ingham, Mich	Lansing	10,381	174
Bergen, N. J.	Hackensack	46,632 46,007	36 37	York, Pa	York	18,041	104	Soiano, Cal	Vallejo	10,331	175
Hudson, N. J		45,166	38	St. Joseph, Ind Riverside, Cal	South Bend	17,979 17,785	105	Lane, Ore	Eugene	10,330	176
Maricopa, Ariz		45,003	39	Orange, Fla	Oriansio	17,434	107	Cumberland, Me Bay, Mich	Portland	10,291	177
Fulton, Ga	Atlanta	42,218	40	Bernalillo, N. M	Albuquerque	17,292	108	Lubbock, Tex	Lubbock	10,245	179
Monroe, N. Y	Rochester	44 404		Mobile, Ala	Mobile	16,921	109	Montgomery, Ala	Montgomery	10,094	180
Franklin, Ohio		41,134 39,835	41	Hamilton, Tenn	Chattanooga	16,894	110				
Passaic, N. J	Paterson	39,101	43	Guilford, N. C	Greensbore	16,772	111	Potter, Tex	Amarillo	10,017	181
Multnomah, Ore	Portland	37,917	44	Lehigh, Pa	Alientown	16,772	112	Plymouth, Mass	Huntington Brockton	9,974	182
Norfolk, Va	Marfalk	37,621	45	Jefferson, Tex	Beaumont	16,573	113	Wake, N. C	Raleigh	9.813	184
Orange, Cal Oakland, Mich	M	37,338	48	Lackawanna, Pa	Scranton	16,382	114	Berkshire, Mass	Pittsfield	9,642	185
Worcester, Mass	Worcester	37,001 35,880	47 48	San Joaquin, Cal	Stockton	18,209	115	Volusia, Fla	Daytona Beach	9,620	186
Jefferson, Ky	Louisville	34,850	49	Arlington, Va Richland, S. C	Alexandria	16,126 16,071	116 117	Racine, Wisc	Racine	9,539	187
Montgomery, Ohio	Dayton	34,517	50	Lancaster, Pa	Lancaster	16,035	118	Ohio, W. Va	Waterloo Wheeling	9,456	188
				Mecklenburg, N. C	Charlotte	15,798	119	Schenectady, N. Y	Schenectady	9,353	190
Fresno, Cal Lucas, Ohio	Frasna	34,475	51	Chester, Pa	West Chester	15,778	120				
Genesee, Mich	Taleiti	34,126	52	Codde Le		** ***	100	Rensselaer, N. Y	Troy	9,299	191
Summit, Ohio	Akron	33,022 32,783	53 54	Caddo, La	Shrevepert	15,610 15,595	121 122	Monterey, Cal Clark, Nev	Salinas	9,232	192
San Bernardine, Cal.	San Bernardine .	31,577	56	Dauphin, Pa	Harrisburg	15,575	123	Richmond, Ga	Las Vegas	9,160	193 194
Providence, R. I	Providence	31,516	56	Allen, Ind	Fort Wayne	15,496	124	Lancaster, Nebr	Lincoln	9,108	195
Jefferson, Ala Shelby, Tenn	Birmingham	31,296	57	Norfolk, Mass	Quincy	15,452	125	Hinds, Miss	Jackson	9,088	196
Lake, Ind.	Memphis	31,229	58	Kanawha, W. Va	Charleston	15,367	126	Montgomery, Md	Rockville	9,012	197
Duvai, Fla.	Jacksonville	31,027 30,838	59 60	Newport News, Va Oneida, N. Y	Newport News	15,001	127	Greene, Me	Springfield	9,003	198
Essex, Mass	Lynn	29.575	61	Lorain, Ohio	Utica	14,923 14,762	128 129	Schuylkill, Pa	Durham	8,993	199
Montgomery, Pa	Lower Merion			Beaver, Pa	Beaver Falls	14,762	130	Schuyikili, Pa	Pottsville	8,937	200
Carrie Carr	Township	29,541	62	Northampton, Pa	Bethlehem	14,577	131	Total Above Counties		7,271,366	
Stark, Ohio	Canton	28,934	63	St. Louis, Minn	Duluth	14,299	132	% of U. S. A	************	68.7189	
Ramsey, Minn Hampden, Mass	St. Paul Springfield	28,530	64	Vanderburgh, Ind	Evansville	14,282	133				
Oklahoma, Okla	Oklahoma City	27,747 27,712	65 66	Shawnee, Kans Pima, Ariz	Topeka	14,126	134		ly, with Furniture		
	Fort Lauderdale		with	- same rusher	Tucson	14.097	135	 Appliance Stare 	Sales of \$24,29	7 Phouseand	

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 - 2. Families are expanding
 - 3. Families are moving

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FOR YOUNG HOMEMAKERS

... the Time Of Purchase magazine.
575 MADISON AVENUE, NEW YORK 22, N.Y.

Automotive Store Sales, 200 Leading Counties

Estimates, 1957, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	MOTIVE STORE SALES Est. (in thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	AUTO- MOTIVE STORE SALES Est. (in thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	AUTO- MOTIVE STORE SALES Est. (in thousands)	Flank in Greu
Los Angeles, Cal			1	Essex, Mass	Lynn	98,929	68	Kane, III	Aurora	50,681	136
Cook, III.	Chicago	1,132,849	2	San Bernardino, Cal	San Bernardino.	97,430	69	Niagara, N. Y	Niagara Falls	50,171	137
New York City (5 Counties), N. Y	New York Olfer	000 000		Delaware, Pa	Chester	97,076	70	St. Clair, Ill	East St. Louis	49,905	138
Wayne, Mich	New York City Detroit	932,202	3	Sedgwick, Kans	Wichita	96,475	71	Madison, Ill	Alten	49,711	138
Cuyahoga, Ohio	Cleveland	911,671 435,242	5	Douglas, Nebr Sacramento, Cal	Omaha	95,691	72	Oneida, N. Y	Utica	49,662	140
Philadelphia, Pa	Philadelphia	385,496	6	Camden, N. J	Sacramento	92,584 89,096	73 74	Wyandotte, Kans	Kansas City	49,579	141
Allegheny, Pa	Pittsburgh		7	Hampden, Mass	Springfield	88,807	75	Lehigh, Pa	Lorain	48,792 48,553	142
St. Louis, Me	St. Louis	341,562	8	Hudson, N. J	Jersey City	87,521	76	Escambia, Fla	Pensacola	48,551	144
Dallas, Tex	Dallas	328,322	9	Stark, Ohio	Canton	87,152	77	Du Page, III	Elmhurst	48,130	145
Nassau, N. Y	Hempstead			San Mateo, Cal	San Mateo	87,032	78	Broome, N. Y	Binghamton	47,239	146
	Township	314,500	10	Pinellas, Fla	St. Petersburg	84,711	79	Orange, N. Y	Newburgh	47,063	147
Harris, Tex	Houston	200 702	44	Ramsey, Minn	St. Paul	84,293	80	Washington, Pa	Washington	48,877	148
Dade, Fla	Miami		11 12	Dolle James	Day Malass	04 480		Dane, Wisc	Madison	48,414	149
Baltimore, Md	Baltimore	275,416	13	Polk, Iowa Kent, Mich	Des Moines Grand Rapids	84,153 83,876	81	Hinds, Miss	Jackson	48,285	150
Middlesex, Mass	Cambridge	252,185	14	Contra Costa, Cal	Richmond	81,533	82	Pima, Ariz	Tucson	45,395	151
Milwaukee, Wisc	Milwaukee	251,557	15	Arlington, Va	Alexandria	81,216	84	Richland, S. C		45,395	151
District of Columbia,				Middlesex, N. J	New Brunswick.	77,486	85	Polk, Fla	Lakeland	44,183	153
D. C	Washington	238,245	16	Broward, Fla	Fort Lauderdale.	76,012	86	Plymouth, Mass	Brockton	43,995	154
Erle, N. Y	Buffalo	233,542	17	Mercer, N. J	Trenton	72,287	87	Washtenaw, Mich	Ann Arber	43,742	156
Essex, N. J	Newark	229,519	18	Henrico, Va	Richmond	71,744	88	Morris, N. J	Morristown	43,387	156
San Diego, Cal Hamilton, Ohio	San Diego Cincinnati	228,618	19	Bristol, Mass	New Bedford	70,543	89	Greenville, S. C	Greenville	43,323	157
riaminon, Omo	Gincinnau.,,	218,999	20	Mahoning, Ohio	Youngstown	69,671	90	Kalamazoo, Mich	Kalamazoo	43,297	168
Alameda, Cal	Oakland	212,173	21	Macomb, Mich	Mount Clemens.	67,288	91	Travis, Tex	Austin	42,570	159
Marion, Ind	Indianapolis		22	Fresno, Cal	Fresno	67,206	92	Newport News, Va	Newport News	42,419	160
Westchester, N. Y	Yonkers		23	Orange, Fla	Orlando	67,163	93	Montgomery, Ala	Montgomery	42,327	161
Hennepin, Minn	Minneapolis	196,721	24	Ingham, Mich	Lansing	65,464	94	Chester, Pa	West Chester	41,871	182
Fulton, Ga	Atlanta	189,968	25	Kanawha, W. Va	Charleston	85,303	95	Wake, N. C	Raleigh	41,745	163
King, Wash	Seattle		26	Montgomery, Md	Rockville	65,199	96	Butler, Ohio		41,671	104
San Francisco, Cal Jackson, Mo	San Francisco	181,415	27	Kern, Cal	Bakersfield	64,261	97	Trumbull, Ohio		41,575	165
Denver, Colo	Kansas City Denver	181,280 179,971	28	Lancaster, Pa	Lancaster	64,061	98	Beaver, Pa		40,711	106
Hartford, Conn	Hartford	176,667	29 30	Albany, N. Y Spokane, Wash	Albany	63,075	99	Cumberland, Me		40,346	167
	7100 1101 01	110,001	30	Spokane, wasn	Spokane	63,015	100	Lackawanna, Pa		39,721	168
Suffolk, Mass	Boston	174,669	31	Mecklenburg, N. C	Charlotte	62,674	101	Forsyth, N. C New London, Conn	Winston-Salem	38,872 38,845	169
Fairfield, Conn	Bridgeport		32	East Baton Rouge;	2002100111111	02,014	101	Ventura, Cal	Ventura	38,478	171
Oakland, Mich	Pontiac		33	La	Baton Rouge	62,502	102	Cambria, Pa	Johnstown		172
Franklin, Ohio	Columbus		34	Pulaski, Ark	Little Rock	62,218	103	Chatham, Ga	Savannah	37,629	173
Tarrant, Tex	Fort Worth		35	Berks, Pa	Reading	62,100	104	McLennan, Tex	Waco	37,383	174
Shelby, Tenn Jefferson, Ky	Memphis		36	Westmoreland, Pa	Greensburg	62,076	105	Northampton, Pa	Bethlehem	36,686	175
New Haven, Conn	Louisville New Haven		37	El Paso, Tex	El Paso	61,888	106	Hillsborough, N. H	Manchester	38,624	176
Duval, Fla	Jacksonville	148,880	39	Jefferson, Tex Mobile, Ala	Mobile	61,883	107	Macon, Ill.	Decatur	36,544	177
Monroe, N. Y	Rochester		40	Erie, Pa	Erie		109	Stanislaus, Cal Rock Island, Ill	Modeste	36,325 36,024	178
Jefferson, Ala	Birmingham	147,258	41	Allen, Ind	Fort Wayne	81,574	110	Dutchess, N. Y	Poughkeepsie	35,980	180
Bergen, N. J	Hackensack	145,154	42	Nueces, Tex	Corpus Christi	60,813	111	Lane, Ore	Eugene	35,901	181
Multnomah, Ore	Portland	141,288	43	Bernalillo, N. M	Albuquerque	60,761	112	Richmond, Ga	Augusta	35,539	182
Summit, Ohio Maricopa, Ariz	Akron		44	Dauphin, Pa	Harrisburg	60,160	113	Sangamon, Ill	Springfield	35,419	183
Providence, R. I	Providence		45	San Joaquin, Cal Luzerne, Pa	Stockton	59,665	114	Burlington, N. J	Burlington		184
Orleans, La	New Orleans	128,541	47	Palm Beach, Fla	West Palm	59,444	115	Muskegon, Mich	Muskegon	35,194	185
Bexar, Tex	San Antonio.,	125,510	48	Faint Death, Fig.,	Beach	59,360	116	Roanoke, Va	Roanoke	34,944	186
Montgomery, Ohio	Dayton		49	Riverside, Cal	Riverside	59,357	117	Charleston, S. C	Charleston	34,864 34,462	187
Worcester, Mass	Worcester	121,505	50	St. Joseph, Ind	South Bend	59,353	118	Clark, Nev	Las Vegas	34,402	189
Montgomery, Pa	Lower Merion			Prince Georges, Md Lake, III		59,130	119 120	Clark, Ohie	Springfield	34,235	190
	Township		51					Shawnee, Kans	Topeka	34,206	191
Santa Clara, Cal	San Jose	118,344	52	Monmouth, N. J	Asbury Park	58,384	121	Berkshire, Mass	Pittsfield	33,942	192
Genesee, Mich	Flint	118,136	53	Guilford, N. C	Greensboro		122	Berrien, Mich		33,906	193
Oklahoma, Okla Union, N. J	Oklahoma City, Elizabeth	115,514	54 55	Peoria, III	Peoria	57,934	123	Vanderburgh, Ind			194
Lucas, Ohio	Toledo		56	Knox, Tenn	Bristol		124 125	Schuylkill, Pa			195
Orange, Cal	Santa Ana		57	Pierce, Wash	Tacoma		125	Chautauqua, N. Y Muscogee, Ga	Jamestown		196
Suffolk, N. Y	Patchogue		58	New Castle, Del	Wilmington		127	Woodbury, Iowa	Sieux City		197
Tulsa, Okla	Tuisa		59	Caddo, La			128	Tulare, Cal	Visalia		199
Onondaga, N. Y	Syracuse	106,264	60	Saginaw, Mich	Saginaw		129	Jackson, Mich	Jackson		200
Lake, Ind	Gary	105,048	61	York, Pa	York		130				-
Norfolk, Va	Norfolk		62					Total Above Counties			
Passaic, N. J	Paterson		63	Lubbock, Tex	Lubbock		131	% of U. S. A	I	60.2122	1
Norfolk, Mass Hillsborough, Fla	Quincy Tampa		64 65	Winnebago, Ili	Rockford		132				
Davidson, Tenn	Nashville	100,469	68	Potter, Tex St. Louis, Minn	Amarillo		133		unty, with Automo 990 thousand, wou		

Gasoline Service Station Sales, 200 Leading Counties Estimates, 1957, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	GAS- OLINE SERVICE STATION SALES Est. (In thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	GAS- OLINE SERVICE STATION SALES Est. (in thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	GAS- OLINE SERVICE STATION SALES Est. (in thousands)	Rani in Greu
Les Angeles, Cal	Los Angeles	693,404	1	Fresno, Cal	Fresno	37,688	68	Greenville, S. C	Greenville	18,900	136
Cook, Ill	Chicago	348,454	2	Duval, Fia	Jacksonvilla	36,349	69	Winnebago, Ill	Aurora	18,835	137
New York City (5 Counties), N. Y	New York City.	284,184	3	Ramsey, Minn Kent, Mich	St. Paul Grand Rapids	35,763 34,746	70	Ventura, Cai	Rockford	18,712 18,544	138
Wayne, Mich	Detroit	272,901	4	Delaware, Pa	Chester	34,587	72	Erie, Pa	Erio	18,493	140
Cuyahoga, Ohio	Cleveland	146,580	5	Camden, N. J	Camden	34.028	73	Berks, Pa	Reading	18,392	141
St. Leuis, Mo	St. Louis	129,023	8	Norfolk, Va	Norfolk	32,873	74	Fairfax, Va	Falls Church	18,364	142
Milwaukee, Wisc	Milwaukee	123,043	7	Hudson, N. J	Jersey City	31,995	75	Dauphin, Pa	Harrisburg	18,177	143
Allogheny, Pa	Pittsburgh	118,768	8	Pinellas, Fla	St. Petersburg	31,912	76	Vanderburgh, Ind	Evansville	18,078	144
Harris, Tex		112,882	9	Stark, Ohio	Canton	31,892	77	Will, Ill	Joliet	17,895	145
Nassau, N. Y		110 207	10	Hillsborough, Fla Prince Georges, Md	Tampa	31,787 31,724	78 79	Lane, Ore Stanislaus, Cal	Modeste	17,874	146
	Township	110,397	10	Tuisa, Okia	Tulsa	31,431	80	Morris, N. J	Morristown	17,867 17,795	148
Baltimore, Md	Baltimore	100,087	11	tutou, Okia	1 511500	01,401	00	Lehigh, Pa	Allentown	17,728	149
San Diego, Cal		96,168	12	Henrico, Va	Richmond	31,380	81	Caddo, La	Shrevepert	17,716	150
Dade, Fla		94,956	13	Sedgwick, Kans	Wichita	31,344	82				
Alameda, Cal	Oakland	92,333	14	Mecklenburg, N. C	Charlotte	30,800	83	Dane, Wisc	Madison	17,714	151
Philadelphia, Pa		91,638	15	Middlesex, N. J	New Brunswick.	30,595	84	Burlington, N. J	Burlington	17,636	152
King, Wash		87,860	16	Macomb, Mich	Mount Clemens.	30,552	85	York, Pa	York	17,591	153
Dallas, Tex		85,856	17	Norfolk, Mass	Quincy	30,433	86 87	Broome, N. Y Plymouth, Mass	Binghamton	17,235	154
Erie, N. Y	Buffale Cambridge	79,552 77,597	18	Onondaga, N. Y Polk, Iowa	Syracuse Des Moines	29,426	88	Chatham, Ga	Savannah	17,108 17,069	155 156
District of Columbia		11,001	10	Lake, Ill	Waukegan	27,528	89	Polk, Fla	Lakeland	17,000	157
D. C	Washington	73,789	20	Mahoning, Ohio	Yaungstown	27,288	90	Lorain, Ohio	Lorain	16,948	158
			-			,	-	Sangamon, Ill	Springfield	16.788	159
Hamilton, Ohio	. Cincinnati	71,967	21	Douglas, Nebr	Omaha	27,210	91	Anne Arundel, Md	Annapolis	16,784	160
Hennepin, Minn	. Minneapolis	70,818	22	Passaic, N. J	Patersen	27,116	92				
Sen Bernardino, Cal		68,808	23	Hampden, Mass	Springfield	26,875	93	De Kalb, Ga	Decatur	16,687	161
Bargen, N. J		67,212	24	Pierce, Wash	Tacoma	26,722	94	New Lendon, Conn	New London	16,640	162
Marion, Ind		65,976	25 26	New Castle, Del Mercer, N. J	Wilmington	26,708 26,574	95	Senoma, Cal	Santa Rosa Ann Arbor	16,535	163
Westchester, N. Y Hartford, Conn		65,280 64,814	27	Bristol, Mass	New Bedford	26,379	97	El Paso, Colo	Colorado Springs	16,501 16,468	164
Franklin, Ohio		83,504	28	Orange, Fla	Orlando	26,274	98	Potter, Tex	Amarillo	16,261	186
Maricopa, Ariz		82,499	29	Arlington, Va	Alexandria	26,088	99	Wake, N. C	Raleigh	16.198	167
Santa Clara, Cal			30	Montgomery, Md	Rockville	25,401	100	Santa Barbara, Cal	Santa Barbara	16,147	168
								Richland, S. C	Columbia	15,949	169
Orange, Cal			31	Pima, Ariz	Tucson	25,384	101	Cumberland, Me	Portland	15,925	170
Oakland, Mich			32	Westmoreland, Pa	Greensburg	25,142	102				
Fulton, Ga			33	Broward, Fla	Fort Lauderdale.	24,390	103	Calconiou La		15,918	171
San Francisco, Cal.			34	San Joaquin, Cal Spokane, Wash	Stockton	24,319	105	Calcasieu, La Hillsborough, N. H		15,620 15,809	173
Fairfield, Conn			36	Guilford, N. C	Greensbore	24,011	106	Saginaw, Mich		15,489	17
New Haven, Conn.			37	Hamilton, Tenn		23,853	107	Travis, Tex		15,449	17
Orleans, La			38	Jefferson, Tex	Beaument	23,730	108	Solano, Cal		15,431	171
Multnomah, Ore	Portland	. 50,033	39	Knex, Tenn	Knexville	23,707	109	Newport News, Va		15,389	177
Denver, Colo	Denver	49,040	40	Bernalillo, N. M	. Albuquerque	23,638	110	Kalamazoo, Mich		15,304	17
								Washington, Pa		15,293	17
Jackson, Mo			41	East Baton Rouge,	Batan Baum	02 002	444	Charleston, S. C	. Charlesten	15,290	18
Bexar, Tex Worcester, Mass			42	Monmouth, N. J	Baton Rouge Asbury Park		111	Berrien, Mich	Benton Harber	15,200	18
Summit, Ohio			44	Nueces, Tex			113	Volusia, Fla		15,148	18
Sagramento, Cal			45	Monterey, Cal			114	Chester, Pa		15,123	18
Lake, Ind			46	Palm Beach, Fla				Columbiana, Ohio		15,080	18
San Mateo, Cal	San Mates	. 46,260	47		Beach		115	Hinds, Miss,		14,948	18
Lucas, Ohio			48	Ingham, Mich			116	Lubbock, Tex		14,919	18
Tarrant, Tex			49	St. Joseph, Ind			117	Muskegen, Mich		1	18
Suffolk, Mass	Boston	45,714	50	Du Page, Ill			118	Fersyth, N. C			
Shelly Ton	Mamphia	AE 904	51	Kanawha, W. Va			119	Butler, Ohio			
Centra Costa, Cal				Paren, Mus		-1,007	120	Jumpout, Ott	. Eureka	14,685	1
Pitverside, Cal				Clark, Nev	. Las Vegas	. 20,760	121	Beaver, Pa	Beaver Falls	14,581	1
Montgomery, Ohio				Lancaster, Pa			122	Lake, Ohio			
Providence, R. I	Providence	42,633		El Paso, Tex				Lancaster, Nebr			
Jefferson, Ky	Louisville		56	St. Clair, Ill	. East St. Louis	. 20,669	124	Tulare, Cal	. Visalia		
Essex, Mass	Lynn	42,264		Madison, Ill				Escambia, Fla		. 14,055	
Salt Lake, Utah				Mobile, Ala	Mobile			Roanoke, Va			
Jefferson, Ala				Oneida, N. Y				Marion, Ora			
Oklahoma, Okla				Luzerne, Pa				Wyandette, Kans			
Manroe, N. Y				Bucks, Pa				Jefferson, La			
Kern, Cal			1	Niagara, N. Y	Niagara Falls	19,809	130	Rock Island, Ill	Rock Island	. 13,846	2
Suffolk, N. Y Mentgomery, Pa	Lower Merion			Albany, N. Y				Total Above Counti	88	. 8,415,099	,
	Township			Pulaski, Ark	Little Rock	. 19,513		% of U. S. A			
Davidson, Tenn				Peoria, III							-
Genesse, Mich	Flint	38,735	68	Trumbull, Ohio	Warren	19,355	134	I Honolulu County	with Gasoline Ser	vice Station	Sala

C SM, 1958.

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SOFT DRINKS

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94% buy suits by brand name. Dress shirts - 95% Belts - 88%

SALES MANAGEMENT

studies of young American men reveal:



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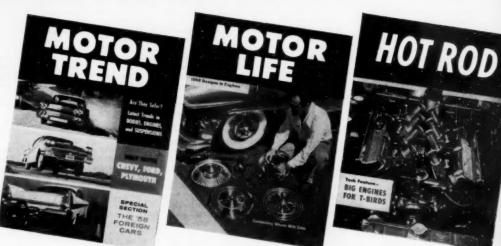


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8% own outboard power

(Non-readers: 7%)

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Lumber-Building-Hardware Store Sales, 200 Leading Counties

Estimates, 1957, for the 200 counties leading in this category

	COUNTY and STATE	LEADING CITY	BLDG. MATLS., HDWRE. STORE SALES SM Est. (In thousands)	Rank In Group	COUNTY and STATE	LEADING CITY	LUMB., BLDG. MATLS., HDWRE, STORE SALES SME Est. (In thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	BLDG. MATLS., HDWRE. STORE SALES Est. (In thousands)	Rank in Grou
	Angeles, Cal	Los Angeles	409,334	1	District of Columbia,				Berks, Pa	Reading	17,769	138
	w York City (5	Chicago	270,072	2	D. C	Washington	31,873	67	Knox, Tenn	Knoxviile	17,677	137
	counties), N. Y	New York City	237,146	3	Kern, Cal Montgomery, Ohio	Bakarsfield	31,853	68	Lorain, Ohio	Lorain	17.627	138
	yne, Mich	Detroit	179,192	4	Douglas, Nebr	Dayton	30,292	69	Santa Barbara, Cal	Santa Barbara	17,588	139
	seau, N. Y	Hempstead	,	1	Du Page, Ill	Elmhurst	30,211 28,473	70 71	Guilford, N. C Palm Beach, Fla	Greensboro	17,292	140
		Township	123,892	5	Lucas, Ohio	Toledo	28,410	72	Paini beach, Fia	West Palm Beach	17,271	141
	rahoga, Ohio	Cleveland	105,532	8	Stark, Ohio	Canton	28,382	73	Sangamon, Ill	Springfield	17,253	142
	de, Fla	Miaml	98,409	7	Dane, Wisc	Madison	28,028	74	Caddo, La	Shreveport	17,222	143
	rris, Tex	Houston	91,489	8	Delaware, Pa	Chester	27,952	75	Sonoma, Cal	Santa Rosa	17,212	144
	gheny, Pa	Pittsburgh	89,316	9	Salt Lake, Utah	Salt Lake City	27,388	76	St. Clair, Ill	East St. Louis	17,116	145
21.	Louis, Me	St. Louis	87,135	10	Onondaga, N. Y	Syracuse	27,300	77	Saginaw, Mich	Saginaw	17,098	148
Phi	ladelphia, Pa	Dhiladalahla	74 705	44	Contra Costa, Cal	Richmond	26,665	78	Norfolk, Va	Norfolk	17,015	147
	timore, Md	Philadelphia Baltimore	74,789	11 12	San Joaquin, Cal	Stockton	26,494	79	Travis, Tex	Austin	16,581	148
	lias, Tex	Dallas	73,549	13	Duval, Fla	Jacksonville	26,208	80	Linn, lowa	Cedar Rapids	16,434	149
	o, N. Y	Buffalo	73,502	14	Nueces, Tex	Corpus Christi	28,176	81	Trumbull, Ohie	Warren	16,400	150
Her	nnepin, Minn	Minneapolis	72,650	15	Riverside, Cal	Riverside	26,028	82	Plymouth, Mass	Brockton	18,298	151
	rfield, Conn	Bridgeport	70,590	16	Montgomery, Md	Rockville	25,897	83	Allen, Ind	Fort Wayne	15,784	152
	ddlesex, Mass	Cambridge	69,334	17	Lake, Ill	Waukegan	25,814	84	Will, Ill	Joliet	15,540	153
	folk, N. Y	Patchogue	68,130	18	Davidson, Tenn	Nashville	25,715	85	Kanawha, W. Va	Charleston	15,428	154
	lwaukee, Wisc	Milwaukee	65,943	19	Niagara, N. Y	Niagara Falls	25,641	86	Orange, N. Y	Newburgh	15,415	158
San	Diego, Cal	San Diege	80,691	20	Ramsey, Minn	St. Paul	25,554	87	Bernalillo, N. M	Albuquerque	15,353	156
Hor	milton, Ohio	Cincinnati	E0 000	04	Winnebago, III	Rockford	25,151	88	Washington, Pa	Washington	15,218	157
	kson, Mo	Kansas City	59,090	21 22	Mahoning, Ohio	Youngstown	25,091	89	Peoria, III	Peoria	15,197	158
	ricopa, Ariz	Phoenix	57,199	23	Monmouth, N. J Lubbock, Tex	Asbury Park	24,621	90	Racine, Wisc	Racine	15,162	159
	g, Wash	Seattle	57,044	24	Bucks, Pa	Bristol	24,447 23,932	91 92	Waukesha, Wisc	Waukesha	15,132	160
	gen, N. J	Hackensack	53,902	25	Middlesex, N. J	New Brunswick	23,784	93	Luzerne, Pa	Wilkes-Barre	14,900	181
Fut	ton, Ga	Atlanta	53,201	28	Pima, Ariz	Tucson	23,742	94	Lancaster, Nebr	Lincoln	14,869	162
	nklin, Ohio	Columbus	52,585	27	Orange, Fla	Orlando	23,735	95	Calcasieu, La	Lake Charles	14,882	163
	on, N. J	Elizabeth	52,088	28	Hillsborough, Fla	Tampa	23,734	. 96	Charleston, S. C	Charleston	14,844	164
	kland, Mich	Pontlac	47,843	29	Stanislaus, Cal	Modesto	23,609	97	Mobile, Ala	Mobile	14,642	185
Har	rtford, Conn	Hartford	47,837	30	Lake, Ohio	Painesville	23,440	98	Black Hawk, Iowa	Waterieo	14,560	186
Ma	rion, Ind	Indianapolis	47 456	94	Camden, N. J	Camden	23,325	99	Champaign, Ill	Champaign	14,414	167
	ita Clara, Cai	San Jose	47,456 47,378	31 32	Jefferson, Ala	Birmingham	23,028	100	Butte, Cal	Chico	14,324	188
	nmit, Ohio	Akron	48,983	33	Broward, Fla	Fort Lauderdale.	00 000	101	Pulaski, Ark	Little Rock	14,304	169
	stchester, N. Y	Yonkers	45,829	34	Butler, Ohio	Hamilton	22,883 22,681	101	St. Louis, Minn	Duluth	14,237	170
	ange, Cal	Santa Ana	45,308	38	Mercer, N. J	Trenton	22,296	103	Northampton, Pa	Bethlehem	14,226	171
Ne	w Haven, Conn	New Haven	45,088	36	Prince Georges, Md	Hyattsville	22,244	104	Woodbury, Iowa	Sioux City	13,985	172
	meda, Cal	Oakland	43,942	37	San Francisco, Cal	San Francisco	22,023	105	Lehigh, Pa	Allentown	13,940	173
	olias, Fia	St. Petersburg.	42,188	38	Polk, lowa	Des Moines	21,746	106	Albany, N. Y	Albany	13,907	174
	ramento, Cal	Newark	41,622	39	Ingham, Mich	Lansing	21,552	107	Polk, Fla	Lakeland	13,870	175
286	ramento, Cal	Sacramente	41,584	40	East Baton Rouge,	D. L			New London, Conn	New London	13,798	176
San	Bernardino, Cal	San Bernardine.	40,294	41	La Hudson, N. J	Baton Rouge	21,503	108	Rock, Wisc	Beloit	13,781	177
	rceeter, Mass	Worcester	39,824	42	Tulare, Cal	Jersey City Visalia	21,481	109	Cumberland, N. J McHenry, Ill	Bridgeton	13,450	178
	Mateo, Cal	San Maten	39,124	43		W100000	61,040	110	La Saile, Isl	Woodstock Streator	13,441	179
	mpden, Mass	Springfield	39,078	44	Westmoreland, Pa	Greensburg	20,582	111			13,419	100
	nver, Colo	Denver	38,674	45	Bristol, Mass	New Bedford	20,462	112	Minnehaha, S. D	Sioux Falls	13,409	181
	sno, Cal	Fresno	38,625	46	Lancaster, Pa	Lancaster	20,381	113	Muskegon, Mich	Muskegon	13,347	182
	inroe, N. Y	Rochester	38,523	47	Jefferson, Tex	Beaumont	20.165	114	Greenville, S. C	Greenville	13,314	183
Tar	rant, Tex	Gary	38,423	48	St. Joseph, Ind	South Bend	19.819	115	Litchfield, Conn	Torrington	13,213	184
	Itnomah, Ore	Portland	38.029 37.438	49 50	Oneida, N. Y	Utica	19,650	116	Washtenaw, Mich	Ann Arbor	13,208	185
1110	recommend of the	e or control	01,100	00	El Paso, Colo	Wilmington		117	Jefferson, Ohio	Steubenville	13,203	186
Ger	nesse, Mich	Flint	37,083	51	Erie, Pa	Erie	19,526 19,522	118	Johnson, Kans Ventura, Cal	Suburb of K.C	13,158	187
Jef	ferson, Ky	Louisville	36,729	52	Spokane, Wash	Spokane	19,077	120	Monterey, Cal	Ventura Salinas	13,144	188
	rfolk, Mass	Quincy	36,219	53					Humboldt, Cal	Eureka	13,042	190
	ssalc, N. J	Paterson	36,127	84	Kane, III	Aurora	18.983	121			,	1
	ffolk, Mass	Boston	35,341	55	Yakima, Wash	Yakima	18,820	122	Snohomish, Wash	Everett	13,029	191
	igwick, Kans	Wichita	34,885	56	Berrien, Mich	Benton Harbor	18,784	123	Clay, Mo	North Kansas		
	sa, Okia	Providence	34,502 34,402	57	Morris, N. J	Morristown	18,584	124	n	City	13.016	192
	eans, La	Tulsa New Orleans	34,402	58	Madison, III Kalamazoo, Mich	Alton	18,407	125	Dauphin, Pa	Harrisburg	12,938	193
	lahoma, Okia	Oklahoma City	33,612	60	Henrico, Va	Richmond	18.403 18.360	126	Elkhart, Ind	Elkhart	12,920	194
-		- was a series of the series o		-	Mecklenburg, N. C	Charlotte	18,343	127	Broome, N. Y Ulster, N. Y	Binghamton Kingston	12,857	198
Me	ntgomery, Pa	Lower Merion			Chester, Pa	West Chester	18,240	129	Lane, Ore	Eugene	12,821	196
		Township	33,296	61	York, Pa	York	18,205	130	Stearns, Minn	St. Cloud	12,725	198
	nt, Mich	Grand Rapids	33,158	62	Hamilton, Tenn	Chattaneoga	18,118	131	Weber, Utah	Ogden	12,478	199
	ex, Mass	Lynn	32,527	83	Cass, N. D	Fargo	18,080	132	Schenectady, N. Y	Schenectady	12,367	200
Ray	ar, Tex	San Antonio	32,323	64	El Paso, Tex	El Paso	17,921	133				-
	comb, Mich	Mount Clemens.	31,891	65	Pierce, Wash	Tacoma	17.907	134	Total Above Countles			

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Drug Store Sales, 200 Leading Counties

Estimates, 1957, for the 200 counties leading in this category

COUNTY and STATE	LEADING CITY	STORE SALES Est. (in thousands)	Rank in Group	COUNTY and STATE	LEADING CITY	DRUG STORE SALES SM Est. (in thousands)	Plank In Group	COUNTY land STATE	LEADING CITY	STORE SALES SALES Est. (in thousands)	Rank in Grou
Los Angeles, Cal	Los Angeles	282,460	1	Hudson, N. J	Jersey City	17,313	69	St. Louis, Minn	Duluth	7,816	137
New York City (5				Lake, Ind	Gary	17,299	70	Oneida, N. Y	Utica	7,751	138
Counties), N. Y	New York City	287,597	2					Hamilton, Tenn	Chattanooga	7,718	139
Cook, III	Chicago	232,727	3	Union, N. J	Elizabeth	17,263	71	Sangamon, III	Springfield	7,590	140
Cuyahoga, Ohio	Detroit	171,781 88,498	5	Sedgwick, Kans	Wishita	15,988	72	Saginaw, Mich	Saginaw	7,586	141
Philadelphia, Pa	Philadelphia	81,686	6	Pinellas, Fia	St. Petersburg	15,894	73	Volusia, Fla	Daytona Beach.	7,432	142
Baltimore, Md	Baltimore	75,630	7	Fresno, Cal	Fresno	15,822 15,690	74 75	Wyandotte, Kans	Wilkes-Barre Kansas City	7,340	143
Allegheny, Pa	Pittsburgh	70,096	8	San Bernardino, Cai	San Bernardino	15,615	76	Berrien, Mich	Benton Harbor.	7,325	144
St. Louis, Mo	St. Louis	67,861	9	Douglas, Nebr	Omaha	15,471	77	De Kalb, Ga	Decatur	7,305 7,300	145
District of Columbia,				Tulsa, Okla	Tulsa	15,267	78	Brooms, N. Y	Binghamton	7,223	147
D. C	Washington	63,575	10	Broward, Fla	Fort Lauderdale.	15,089	79	Erie, Pa	Erio	7,116	148
0-4- 61-				Suffolk, N. Y	Patchogue	14,637	80	El Paso, Colo	Colorado Springs		149
Dade, Fla	Miami	54,813	11					Travis, Tex	Austin	7,007	150
Jackson, Mo Harris, Tex	Kansas City	50,702	12	Passaic, N. J	Paterson	14,086	81				
Suffolk, Mass	Houston	47,651	13	Prince Georges, Md	Hyattsville	14,068	82	Bucks, Pa	Bristol	6,983	151
Marion, Ind	Boston		14	Onondaga, N. Y	Syracuse	13,888	83	Clark, Nev	Las Vegas	6,892	152
Nassau, N. Y	Hempstead	14,104	10	Mecklenburg, N. C Contra Cesta, Cal	Charlotte	13,481	84	Northampton, Pa	Bethiehem	8,847	153
	Township	43,681	16	Mobile, Ala	Mobile	13,427 13,361	85 86	Stanislaus, Cal	Modesto East St. Louis	6,820	154
Middlesex, Mass	Cambridge		17	Bristol, Mass	New Bedford	13,361	87	St. Clair, III Charleston, S. C	Charleston	6,813	155 156
Alameda, Cal	Oakland		18	Davidson, Tenn	Nashville	12,976	88	Madison, Ill	Alton	6,774	157
Denver, Colo	Denver		19	Montgomery, Md	Rockville	12,709	89	Berks, Pa	Reading	6,726	158
Dallas, Tex	Dallas	41,601	20	Polk, Iowa	Des Moines	12,623	90	Muskegon, Mich	Muskegon	6,647	159
								Lancaster, Nebr	Lincoln	6,612	160
Milwaukee, Wisc	Milwaukee	41,090	21	New Castle, Del	Wilmington	12,593	91				100
Erie, N. Y	Buffale	39,455	22	Riverside, Cal	Riverside	11,717	92	Potter, Tex	Amarillo	6,562	161
Hennepin, Minn	Minneapolis	39,083	23	Stark, Ohio	Canton	11,649	93	Fairfax, Va	Falls Church	6,558	162
King, Wash	Seattle	38,384	24	Washoe, Nev	Rene	11,302	94	McLennan, Tex		6,512	163
Hamilton, Ohio San Diego, Cal	San Diego	37,387	25	Pierce, Wash	Tacoma	11,194	95	Will, Ill	Joliet	6,458	164
Hartford, Conn	Hartford	36,074 35,758	26 27	Spokane, Wash East Baton Rouge,	Spokane	10,945	96	Lehigh, Pa	Allentown	6,452	165
Orleans, La.	New Orleans	35,550	28	La	Poten Davis	10.000		Lorain, Ohio	Lorain	6,400	166
San Francisco, Cal	San Francisco	33,809	29	Kern, Cal	Baton Rouge Bakersfield	10,892	97	Trumbull, Ohio	Warren	6,346	167
Essex, N. J	Newark		30	Dane, Wisc	Madison	10,737	98	Roanoke, Va	Winston-Salem.	6,335	168
		00,000	00	Mahoning, Ohio	Youngstown	10,556	100	Greenville, S. C	Greenville	6,326	169
Fulton, Ga	Atlanta	31,954	31		· sungatomi	10,000	100	Groomerine, o. o	Circonvine	8,324	170
Franklin, Ohio	Columbus	30,598	32	Camden, N. J	Camden	10,385	101	Santa Barbara, Cal	Santa Barbara	6,315	171
Jefferson, Ky	Louisville		33	Lake, Ill	Waukegan	10,239	102	Johnson, Kans	Suburb of K. C	6,256	172
Fairfield, Conn	Bridgeport,		34	Palm Beach, Fla	West Palm			Chatham, Ga	Savannah	6,236	173
New Haven, Conn	New Haven		35		Beath	10,187	103	Morris, N. J	Morristown	8,211	174
Oakland, Mich	Pontiac	26,836	36	Jefferson, Tex	Beaumont	10,096	104	Lancaster, Pa	Lancaster	8,203	175
Westchester, N. Y Providence, R. L	Yonkers Providence	26,829	37	Pima, Ariz	Tucson	9,937	105	Wake, N. C	Raleigh	6,200	176
Maricopa, Ariz	Phoenix	26,295 25,993	38	Macomb, Mich	Mount Clemens	9,827	106	Lackawanna, Pa	Scranton	6,151	177
Tarrant, Tex	Fort Worth	25,725	40	Monmouth, N. J Du Page, III	Asbury Park	9,720	107	Thurston, Wash	Olympia	6,122	178
raire roac.	Port Worth	20,720	40	El Paso, Tex	Elmhurst	9,640	108	Hinds, Miss	Jackson	6,098	179
Santa Clara, Cal	San Jose	23,034	41	Ingham, Mich	Lansing	9,633	110	Newport News, Va	Newport News	8,086	180
Bergen, N. J	Hackensack		42	I manual	manually	9,470	****	Linn, Iowa	Codar Rapids	6.054	181
Monroe, N. Y	Rochester		43	Middlesex, N. J	New Brunswick	9,469	111	Greene, Mo	Springfield	6,026	182
Lucas, Ohio	Taleda	22,094	44	Kane, III	Aurora	9,468	112	Lea, N. M	Hobbs	5,997	183
Montgomery, Ohio	Dayton		45	Orange, Fla	Orlando	9,436	113	Polk, Fla	Lakeland	5.967	184
Essex, Mass	Lynn		46	Dauphin, Pa	Harrisburg	9,373	114	Rock Island, III	Rock Island	5,965	185
Oklahoma, Okla	Oklahoma City.	20,954	47	St. Joseph, Ind	South Bend	9,318	115	Calhoun, Mich	Battle Creek	5.953	186
Summit, Ohio	Akran		48	Bernalillo, N. M	Albuquerque	9,309	116	Escambia, Fla	Pensacola	5,935	187
Worcester, Mass Kent, Mich	Grand Rapids	20,858	49	Guilford, N. C	Greensboro	9,237	117	Beaver, Pa	Beaver Falls	5,907	188
Konta Wildis	Grand napids	20,838	50	Cumberland, Me San Joaquin, Cal	Portland	9,207	118	Buncombe, N. C	Asheville	5,903	189
Orange, Cal	Santa Ana	20,662	51	Caddo, La	Stockton	9,201	119 120	Shawnee, Kans	Topeka	5,884	190
Duval, Fla	Jacksenville		52	Outdoor Baster	отночероте	0,100	140	Sonoma, Cal	Santa Rosa	5,857	191
Shelby, Tenn	Memphis		53	Mercer, N. J	Trenton	9,083	121	Monterey, Cal	Salinas	5,854	192
Arlington, Va	Alexandria		54	Peoria, III	Peoria	9,032	122	New London, Conn	New London	5,804	193
Ramsey, Minn	St. Paul	19,068	55	Pulaski, Ark	Little Rock	8,964	123	Chester, Pa	West Chester	5,797	194
Multnomah, Ore	Portland		56	Albany, N. Y	Albany	8,963	124	Anne Arundel, Md	Annapolis	5,780	195
San Mateo, Cal	San Mateo		57	Kanawha, W. Va	Charleston	8,887	125	Ventura, Cal	Ventura	5,779	196
Salt Lake, Utah	Salt Lake City		58	Knox, Tenn	Knoxville	8,817	128	Jackson, Mich	Jackson	5,764	197
Delaware, Pa	Chester		59	Allen, Ind	Fort Wayne	8,709	127	Galveston, Tex	Galveston	5,760	198
Genesee, Mich	Flint		60	Plymouth, Mass	Brockton	8,700	128	Clay, Mo	North Kansas		
Bexar, Tex Sacramento, Cal	San Antonio		61	Nueces, Tex	Corpus Christi	8,590	129		City	5,704	199
Hampden, Mass	Sacramento		62	Kalamazoo, Mich	Kalamazoo	8,450	130	Fayette, Ky	Lexington	5,671	200
Norfolk, Va	Springfield	17,922 17,786	63 64	Winnehaee III	Backford	E 707	124	Total Above Course		4 044 100	
lefferson, Ala	Birmingham	17,786	85	Winnebage, III Atlantic, N. J	Rockford Atlantic City	8,383	131	Total Above Counties			
Hillsborough, Fla	Tampa	17,568	66	Vanderburgh, Ind	Evansville	8,294	132 133	% of U. S. A	+ * * * * * * * * * * * * * * *	67.0472	Į.
Montgomery, Pa	Lower Merion		-	Westmoreland, Pa	Greensburg	8,131	134	Hopolulu Cour	ity, with Drug Sto	ra Salas of	
. ,,	Township	17,499	67	Washtenaw, Mich	Ann Arbor	8,111	135		nd, would rank 81		
	Quincy	17,338	68	Niagara, N. Y	Niagara Falls	7,852	136		nound talk 01	morecon	



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Population and Rank, 200 Leading Cities

Estimates, January 1, 1958, for the 200 cities leading in this category

	POPULATION 1/1/58	Rank		POPULATION 1/1/58	Rank		POPULATION 1/1/58	Rank
CITY and STATE	Esti- mates (in thousands)	in Group	CITY and STATE	Esti- mates (in thousands)	in Group	CITY and STATE	Esti- mates (in thousands)	în Greuj
New York City, N. Y	7,785.1	1	Yankers, N. Y	180.9	70	Saginaw, Mich	99.7	138
hicago, Ill		2				Tucson, Ariz	99.1	139
os Angeles, Cal	2,328.1	3	Nashville, Tenn	180.5	71	Lynn, Mass	98.8	140
hiladelphia, Pa	2,209.0	4	Little Reck-North Little Rock,					
Detroit, Mich	1,950.0	5	Ark	178.0	72	Pueblo, Celo	98.0	141
laltimore, Md	978.1	6	Gary, Ind	174.1	73	Schenectady, N. Y	97.2	142
leveland, Ohio		7	Phoenix, Ariz	173.0	74	Harrisburg, Pa	98.8	143
iouston, Tex		8	Corpus Christi, Tex	170.0	75	Springfield, Mo	96.4	144
it. Louis, Me	870.0	9	Bridgeport, Conn	168.4	78	Wichita Falls, Tex	96.2	145
Washington, D. C	838.8	10	South Bend-Mishawaka, Ind	106.6	77	Sioux City, Iowa	95.7	146
			Springfield, Mass	166.5	78	Charleston-South Charleston,		
San Francisco, Cal	801.5	- 11	New Haven, Conn		79	W. Va	95.0	147
Wilwaukee, Wisc		12	Hammond-East Chicage, Ind.	. 164.3	80	Somerville, Mass	94.9	148
Boston, Mass		13				Lowell, Mass	94.7	149
Hempstead Township, N. Y		14	Charlotte, N. C		81	Burbank, Cal	94.2	150
Pittsburgh, Pa		15	Sacramento, Cal		82			
New Orleans, La	650.5	16	Baton Rouge, La	160.0	83	Terrance, Gal	93.6	151
Dalias, Tex		17	Tacoma, Wash		84	Huntington, W. Va	92.7	152
Buffalo, N. Y		18	St. Petersburg, Fla		85	Upper Darby Township, Pa	92.5	153
Seattle, Wash		19	Chattaneoga, Tenn		86	Newton, Mass	89.8	154
Minneapolis, Minn		20	Fort Wayne, Ind	150.0	87	Alexandria, Va	89.1	155
			Erie, Pa		88	East St. Louis, III	88.7	158
San Antonio, Tex		21	Paterson, N. J		89	Springfield, Ill	88.5	157
Cincinnati, Ohio		22	Albany, N. Y	141.2	90	San Bernardine, Cal	88.1	158
Denver, Colo	517.7	23				Bilexi-Gulfport, Miss	87.6	159
San Diego, Cal		24	Lubbock, Tex	. 140.0	91	Durham, N. C	87.4	160
Atlanta, Ga	509.2	25	Evansville, Ind		92			
Kansas City, Me	497.0	26	Savannah, Ga	. 137.4	93	Springfield, Ohie	87.0	161
Memphis, Tenn	. 489.2	-27	Passaic-Clifton, N. J	. 137.3	94	Macon, Ga	86.3	162
Newark, N. J		28	Trenten, N. J	. 135.2	95	Stamford, Conn	86.2	163
Columbus, Ohio	451.6	29	San Jose, Cal	. 132.6	96	Manchester, N. H		164
Indianapolis, Ind	451.1	30	Knoxville, Tenn	. 131.5	97	New Britain, Cenn		165
		1	Kansas City, Kans	. 131.3	98	East Orange, N. J		166
Norfolk-Partsmouth-South			Camden, N. J	. 130.7	99	Pontiac, Mich		167
Norfolk, Va		31	Montgomery, Ala	. 128.6	100	Davenport, Iowa		168
Louisville, Ky		32				Quincy, Mass		169
Oakland, Cal		33	Scranton, Pa		101	Cedar Rapids, Iowa	84.6	170
Portland, Ore		34	Lincoln, Nebr		102			
Fort Worth, Tex		35	Amarillo, Tex		103	St. Joseph, Mo		171
Long Beach-Lakewood, Cal		36	Jackson, Miss		104	Santa Monica, Cal		172
Birmingham, Ala		37	Dearborn, Mich		105	Stockton, Cal		173
Rochester, N. Y	. 347.8	38	Canten, Ohio		106	Orlande, Fla		174
St. Paul, Minn		39	Fresno, Cal		107	Racine, Wisc		175
Toledo, Ohie	. 335.5	40	Berkeley, Cal		108	Binghamten, N. Y		176
	1	1	Cambridge, Mass		109	Fort Lauderdale, Fla		177
Akron, Ohio		41	Madison, Wisc	. 122.0	110	Portland, Me		178
Jersey City, N. J		42				Kalamazoo, Mich		178
Omaha, Nebr	. 298.0	43	Pasadena, Cal		111	Raleigh, N. C	80.5	180
Oklahoma City, Okla		44	Glendale, Cal		112			
Dayton, Ohio		45	Greensbore, N. C		113	Terre Haute, Ind	. 80.0	181
Miami, Fla		46	Peeria, Ill		114	Appleton-Neenah-Menasha,		
El Paso, Tex	. 263.0	47	Rockford, Ill		115	Wisc		183
Oyster Bay Township, N. Y		48	Elizabeth, N. J		116	Bayonne, N. J.		183
Tampa, Fla		49	Beaumont, Tex		117	Riverside, Cal		18
Tulsa, Okla	. 254.2	50	Winston-Salem, N. C		118	Altoona, Pa		185
			Wilmington, Del		119	Richmond, Cal		186
Wichita, Kans		51	Allentown, Pa	113.0	120	Champaign-Urbana, III		18
Richmond, Va		52				Alameda, Gal		18
Jacksonville, Fia		53	Waterbury, Conn		121	Waterioo, Iewa		18
Providence, R. I		54	Reading, Pa		122	Troy, N. Y	. 76.3	19
Salt Lake City, Utah		55	Columbia, S. C	112.5	122			-
Syracuse, N. Y		56	Brownsville-Harlingen-	4		Mount Vernon, N. Y		19
North Hempstead Township,			McAlien, Tex		124	Evanston, III		19
N. Y		57	Duluth, Minn		125	Bethesda, Md		19
Des Moines, Iowa		58	Pawtucket-Central Falls, R.		126	Decatur, III		19
Worcester, Mass		58	Fall River, Mass	108.7	127	Bethlehem, Pa		19
Mobile-Prichard, Ala	204.4	60	Moline-East Moline-Rock	4		Wilkes-Barre, Pa		19
			Island, Ill		128	Odessa, Tex		19
Flint, Mich		81	New Bedford, Mass		129	New Rochelle, N. Y		19
Grand Rapids, Mich		82	Wace, Tex	105.5	130	Galveston, Tex		15
Spokane, Wash		63				Lawrence, Mass	72.9	20
Hartford, Conn	. 188.2	84	Utica, N. Y		131			
Newport News-Hampton-			Roanoke, Va		132	Total Above Cities		1
Warwick, Va		65	Lansing, Mich		133	% of U. S. A	. 34.4567	1
Austin, Tex		66	Niagara Falls, N. Y		134			
Albuquerque, N. M		67	Columbus, Ga		135	Honolulu City, with Pop		
Shreveport, La		68	Topeka, Kans		136	would, if included above	, have a rank of 41	
Youngstewn, Ohio	181.7	69	Augusta, Ga	100.3	137	1		

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NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM



NEW YORK • ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT • HOUSTON • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO • SEATTLE • Urban Poster Renders — Starch Continuing Study of Outdoor Advertising

Total Net Effective Buying Income, 200 Leading Cities

Estimates, 1957, for the 200 cities leading in this category

CITY and STATE	NET E. B. I. SM Esti- mates	Rank	CITY and STATE	NET E. B. I. Skill Esti- mates	Rank	CITY and STATE	NET E. B. I. Skill Estimates	Ran
	(\$000)	Group	CITY and STATE	(\$000)	Group	CITY and STATE	(\$000)	Gro
lew York City, N. Y.	17,791,262	1	Hammond-East Chicago, Ind.	355,447	71	Niagara Falls, N. Y.	201.087	139
hicago, III.	9,017,203	2	Springfield, Mass.	339.315	72	Beaumont, Tex.	200.636	140
os Angeles, Cal.	5.416.531	3	Phoenix, Ariz.	324,935	73	boudinoit, Toxi	100,000	1.40
etroit, Mich		4	Fort Wayne, Ind.	323.767	74	New Britain, Conn.	200.280	141
hiladelphia, Pa		5	Charlotte, N. C.		75	Burbank, Cal.	200.018	142
an Francisco, Cal.		6	Berkeley, Cal.	320,082	76	Santa Monica, Cal.	199,944	143
leveland, Ohio		7	Shreveport, La.	318,969	77			14
empstead Township, N. Y.	1.937.392	8	Newport News-Hampton-	310,909	11	Mount Vernon, N. Y	195,991	
ashington, D. C.		9				Oak Park, III	194,935	14
Itimore, Md.			Warwick, Va.	317,152	78	Jackson, Miss	193,708	14
numbre, mu.	1,030,000	10	Mobile-Prichard, Ala.	315,178	79	Lynn, Mass.	193,347	14
			Albuquerque, N. M.	314,519	80	West Hartford, Conn	193,270	14
ouston, Tex		11				Tucson, Ariz.	193,216	14
Louis, Mo		12	Glendale, Cal.		81	San Mateo, Cal	189,803	15
ilwaukee, Wisc		13	Passaic-Clifton, N. J.	305,673	82			
ston, Mass	1.445,746	14	Pasadena, Cal.	302,618	83	Utica, N. Y.	189.786	15
ttsburgh, Pa	1,368,810	15	Austin, Tex		84	Wichita Falls, Tex		15
attle, Wash	1,328,852	16	Albany, N. Y.		85	Roanoke, Va.	188,322	15
ıllas, Tex		17	Baton Rouge, La.	298,886	86	Pawtucket-Central Falls,	100,322	13
inneapolis, Minn		18					100 010	
iffalo, N. Y.		19	St. Petersburg, Fla.		87	R. I	187,815	15
			Nashville, Tenn		88	Saginaw, Mich.	185,960	15
ncinnati, Ohio	1,130,518	20	Dearborn, Mich.		89	Springfield, III.	185,335	15
DV 84	4 404		Paterson, N. J.	290,089	90	Topeka, Kans.	181,681	15
nsas City, Mo		21				New Bedford, Mass	180,008	15
n Diego, Cal		22	Tacoma, Wash	288,875	91	Champaign-Urbana, III.	178,660	15
w Orleans, La	1,102,975	23	Little Rock-North Little Rock,			Columbia, S. C.	177,544	16
nver, Colo	1.064,794	24	Ark	285,229	92			
dianapolis, Ind.		25	Madison, Wisc,		93	Stockton, Cal	177,234	16
lumbus, Ohio		26	San Jose, Cal.	282.431	94	Racine, Wisc.	176,678	16
anta, Ga.		27						
kland, Cal.	4-1-4	28	Erie, Pa.		95	Quincy, Mass	175,483	16
			Corpus Christi, Tex.		96	Fall River, Mass.	174,377	16
wark, N. J.	343,740	29	Trenton, N. J.		97	Somerville, Mass		16
rfolk-Portsmouth-South			Lubbock, Tex.		98	Greenwich, Conn	171,860	16
Norfolk, Va	843,161	30	Wilmington, Del	272,105	99	Torrance, Cal	169,837	16
			Rockford, Ill.	270,844	100	Springfield, Ohio	169,319	16
emphis, Tenn.	834,097	31				Springfield, Mo	168,959	16
ng Beach-Lakewood, Cal.	819,381	32	Cambridge, Mass	266,656	101	Pontiac, Mich	168,937	17
ledo, Ohio	780,889	33	Peoria, III.		102	T SAME OF THE OWNER, T	100,001	
rtland, Ore.		34	Evansville, Ind	261,997	103	Sioux City, Iowa	168,075	17
uisville, Ky.		35	Fresno, Cal.		104			
n Antonio, Tex		36			105	Alameda, Cal.	165,842	17
chester, N. Y.		37	Elizabeth, N. J.			Huntington, W. Va	164,567	17
		38	Amarillo, Tex		106	Norwalk, Conn	163,985	17
rt Worth, Tex.			Newton, Mass.		107	Binghamton, N. Y	163,730	17
Paul, Minn		39	Evanston, III.	248,930	108	Kalamazoo, Mich	163,558	17
yton, Ohio	661,407	40	Waterbury, Conn	248,177	109	Lowell, Mass	162,397	17
			Lincoln, Nebr	240,436	110	Cedar Rapids, Iowa	161.069	17
ron, Ohio	610,980	41				Waco, Tex	160,909	17
rmingham, Ala	606,896	42	Camden, N. J.	237,178	111	San Bernardino, Cal	160,861	18
rsey City, N. J.	592,587	43	Canton, Ohio		112	our serial amor carrier	100,001	
rth Hempstead Township,			Greensboro, N. C.		113	Columbus, Ga	160,598	18
N. Y	577.004	44	Chattanooga, Tenn.		114			
ster Bay Township, N. Y.	551,670	45				Manchester, N. H.	160,226	18
			Upper Darby Township, Pa	235,563	115	Bayonne, N. J.	160,195	18
ami, Fla.		46	East Orange, N. J		116	Shaker Heights, Ohio	158,570	18
lahoma City, Okla	543 .565	47	Bethesda, Md		117	Wauwatosa, Wisc	157,965	18
naha, Nebr		48	Reading, Pa	229,173	118	Davenport, Iowa	157,930	18
Isa, Okla		49	Moline-East Moline- Rock			Terre Haute, Ind	156,734	18
chmond, Va	480,443	50	Island, Ill	227,047	119	Royal Oak, Mich	155,494	18
			Allentown, Pa		120	Fort Lauderdale, Fla	155,452	18
rtford, Conn	461,601	51		1		Raleigh, N. C.	155,038	19
nkers, N. Y	444,640	52	Lansing, Mich.	224,064	121	- San Bull Control Control	100,000	4.8
racuse, N. Y.		53	Stamford, Conn			Ducham N C	154 241	-
			Alexandria V-	221,918	122	Durham, N. C.	154,241	15
chita, Kans		54	Alexandria, Va	219,052	123	Haverford Township, Pa	153,973	15
nt, Mich.		56	Schenectady, N. Y	218,237	124	Miami Beach, Fla	153,821	19
t Lake City, Utah		56	Montgomery, Ala		125	Cicero, III.	153,738	15
ovidence, R. I.		57	Scranton, Pa	212,023	126	Orlando, Fla	153,604	19
s Moines, Iowa	409,140	58	Cleveland Heights, Ohio	210,783	127	Decatur, III	153,216	18
cramento, Cal	407,593	59	Lower Merion Township, Pa	210,713	128	Odessa, Tex	152,473	15
mpa, Fla		60	Savannah, Ga	209,865	129	Portland, Me	152,452	15
		-	Knoxville, Tenn	209.145	130	St. Joseph, Mo		16
Paso, Tex.	392,796	61		330,170	. 30	Meriden-Wallingford, Conn.		
dgeport, Conn		62	Lakeward Ohio	207 408	124	interfuent wantingford, conn	149,057	20
			Lakewood, Ohio		131		404 607 444	
orcester, Mass	388,343	63	Kansas City, Kans		132	Total Above Cities		
ith Bend-Mishawaka, Ind.		64	Winston-Salem, N. C	205,333	133	% of U. S. A	41.5984	
ksonville, Fla.	380,213	65	Charleston-South Charleston,					
w Haven, Conn.		66	W. Va	204,758	134	Honolulu City, with Net	Effective Buying	Income
kane, Wash.	379,110	67	New Rochelle, N. Y	204,247	135	of \$555,369 thousand, v		
and Rapids, Mich		68	Brookline, Mass.		136	have a rank of 45.		
		69	Duluth, Minn.		137			
ry Ind,								

Total Retail Sales, 200 Leading Cities

Estimates, 1957, for the 200 cities leading in this category

	TOTAL RE- TAIL SALES Esti-	Rank		TOTAL RE- TAIL SALES	Rank		TOTAL RE- TAIL SALES Esti-	Rani
CITY and STATE	(\$000)	in Group	CITY and STATE	mates (\$000)	in Group	CITY and STATE	mates (\$000)	Grou
lew York City, N. Y	9,948,408	1	Trenton, N. J.	285,581	70	Duluth, Minn	163,180	138
hicago, III	5,536,232	2	Pasadena, Cal.	284,744	71	Saginaw, Mich	163,169	139
os Angeles, Cal		3	El Paso, Tex	283,946	72	Kansas City, Kans	159,947	140
etroit, Mich	2,909,325	4	Mobile-Prichard, Ala	274,245	73	Stamford, Conn	158,772	141
hiladelphia, Pa	2,687,260	5	Springfield, Mass	271.876	74	Moline-East Moline-Rock	100,772	1-91
leveland, Ohio		6	Baton Rouge, La		75		150 207	142
	1,624,581			270,822		Island, Ill	158,367	
altimore, Md		7	Jersey City, N. J	268,804	76	Alexandria, Va	158,098	143
oston, Mass	1,431,710	8	Dearborn, Mich	267,880	77	Colorado Springs, Colo	157,473	144
Vashington, D. C	1,353,802	9	Albuquerque, N. M	266,123	78	Elizabeth, N. J	155,682	145
ouston, Tex	1,271,522	10	South Bend-Mishawaka, Ind.	261,974	79	Waterbury, Conn	154,649	146
			Little Rock-North Little Rock,			Topeka, Kans	153,818	147
t. Louis, Mo	1,239,895	11	Ark	259,721	60	Berkeley, Cal	153,815	148
an Francisco, Cal	1,175,426	12				West Palm Beach, Fla	153,701	149
lempstead Township, N. Y	1,171,674	13	Wilmington, Del	258,508	81	Augusta, Ga	152,586	150
alias, Tex	1,138,095	14	Bridgeport, Conn		82	Augusta, Carring	102,000	100
						Personale Ele	150 100	151
lilwaukee, Wisc	1,120,493	15	Knoxville, Tenn		83	Pensacola, Fla	152,199	151
ittsburgh, Pa	1,108,634	16	Tacoma, Wash		84	Miami Beach, Fla	152,044	152
eattle, Wash	962,796	17	Chattanooga, Tenn		85	Scranton, Pa	151,829	153
finneapolis, Minn	946,572	18	Corpus Christi, Tex		86	Niagara Falls, N. Y	149,544	154
tlanta, Ga	927,838	19	Fort Wayne, Ind	247,549	87	Utica, N. Y	148,980	155
incinnati, Ohio	886,017	20	Albany, N. Y		88	Decatur, III.	148.625	156
	200,011	20	Paterson, N. J.		89			157
adiamonalia tad	070 000	04				Huntington, W. Va	148,339	
ndianapolis, Ind		21	Shreveport, La	241,746	90	Las Vegas, Nev	146,967	158
uffalo, N. Y	869,876	22				Roanoke, Va	146,964	159
Cansas City, Mo	869,143	23	Oriando, Fla	240,371	91	Waco, Tex	146,501	16
Aiami, Fla	852,071	24	Hammond-East Chicago, Ind.	238,421	92			
Denver, Colo	843,312	25	Glendale, Cal	234,150	93	Greenville, S. C	146,419	16
lew Orleans, La	809.564	26	Rockford, Ill		94	Portland, Me	145,268	16:
olumbus, Ohio	750,256	27	Peoria, III		95	Springfield, Ohio	145,086	16
ortland, Ore		28	Tucson, Ariz		96	Raleigh, N. C	143,694	16
an Diego, Cal		29	Gary, Ind		97	Columbus, Ga	143,104	16
akland, Cal	690,042	30	Charleston-South Charleston,			Charleston, S. C	142,023	16
			W. Va	226,485	98	Cedar Rapids, Iowa	141,355	16
lewark, N. J	687,747	31	Greensboro, N. C	226,254	99	Riverside, Cal	140,319	16
Aemphis, Tenn	666,105	32	Canton, Ohio	223,268	100	Binghamton, N. Y	140,303	16
ong Beach-Lakewood, Cal	862,108	33	Canton, Canality		100	Macon, Ga	139,788	17
ouisville, Ky		34	Passaic-Clifton, N. J	221,267	101	maton, da	130,100	10
		35	Fort Lauderdale, Fla			ANINI- Ola- Al 1	120 070	17
lochester, N. Y					102	Atlantic City, N. J	139,072	
an Antonio, Tex		36	Lansing, Mich		103	Lancaster, Pa	138,329	17
ort Worth, Tex		37	Erie, Pa		104	Lexington, Ky	138,214	17
Dayton, Ohio	534,477	38	Austin, Tex	210,803	105	Joliet, 111	138,049	17
Toledo, Ohio	516,693	39	Bakersfield, Cal	. 210,338	106	Brownsville-Harlingen-		
Iorfolk-Portsmouth-South			White Plains, N. Y	205,505	107	McAllen, Tex	136,342	17
Norfolk, Va	512,029	40	Evansville, Ind		108	Sioux City, Iowa	136,200	17
realizable services	912,020	-10	Cambridge, Mass		109	Upper Darby Township, Pa	134,571	17
	FOR 700							
it. Paul, Minn		41	Allentown, Pa	203,210	110	Davenport, Iowa	133,796	17
Birmingham, Ala		42				West Allis, Wisc	132,734	17
lacksonville, Fla		43	Harrisburg, Pa		111	Evanston, III	132,294	18
kron, Ohio	488,215	44	San Bernardino, Cal	199,567	112			
Oklahoma City, Okla		45	Newport News-Hampton-			East St. Louis, Ill	132,107	18
acramento, Cal		46	Warwick, Va	197,132	113	Reno, Nev	1	18
Richmond, Va		47	Amarillo, Tex		114	New Bedford, Mass	131,326	18
Omaha, Nebr		48	Yonkers, N. Y		115	Whittier, Cal		18
		49			116			
hoenix, Ariz			Madison, Wisc			Springfield, Mo		11
Tampa, Fla	413,323	50	Lubbock, Tex		117	Quincy, Mass		11
			Santa Ana, Cal		118	Modesto, Cal		1
North Hempstead Township,			Stockton, Cal	185,645	119	Oak Park, III	125,950	11
N. Y	406,461	51	Compton, Cal		120	Culver City, Cal		11
Salt Lake City, Utah		52				Lynn, Mass		11
		53	Santa Monica, Cal	184,685	121	Lifting trialess	120,010	
Wichita, Kans						Controlled C	105	
Nashville, Tenn		54	Camden, N. J		122	Springfield, Ore		1
Fulsa, Okla		55	Savannah, Ga		123	York, Pa		1
flint, Mich		56	Columbia, S. C		124	Hackensack, N. J		1
lyracuse, N. Y		57	Reading, Pa	178,059	125	Royal Oak, Mich	122,375	1
Hartford, Conn		58	Springfield, Ill	178,957	126	Pueblo, Colo		1
Previdence, R. I		59	Winston-Salem, N. C		127	Chester, Pa		1
Grand Rapids, Mich		60	Montgomery, Ala		128	Manchester, N. H		1
	2.31000		Beaumont, Tex		129			
D 1 0-1	224 252					Huntington Park, Cal		1
San Jose, Cal		61	Burbank, Cal	170,162	130	Johnstown, Pa		1
Youngstown, Ohio		62				Durham, N. C	119,625	2
Des Moines, Iowa	326,270	63	Schenectady, N. Y	168,900	131			-
Charlotte, N. C		64	Pontiac, Mich		132	Total Above Cities	91,773,744	
St. Petersburg, Fla		85	Beverly Hills, Cal		133	% of U. S. A		
Fresno, Cal		66	Jackson, Miss		134	70 or or or Ma	. 10.0414	No. III Communication of the C
		67	Lincoln, Nebr		135	Honokulu City, with Tot	al Datall Cales of	2250 C
Snokena Wash								
Spokane, Wash New Haven, Conn		68	Kalamazoo, Mich		136	thousand, would, if inc		

⊙ SM, 1958.



want to cook up sales in the suburbs?

Woman's Day gives you concentrated circulation to bite into the suburban market

Here are facts that can stir up more business for you:
In 25 metropolitan markets * grossing over a
billion dollars in sales, Woman's Day gives you a
higher percentage of suburban circulation for your
advertising money than any of the other top women's
service magazines.

Woman's Day is ahead . . . and with good reason. Its distribution method is completely unique: sold

only in A&P stores, to A&P customers...100% single-copy sales. As A&P opens store after store in the suburbs, Woman's Day automatically goes along. The more suburban customers for A&P, the bigger the suburban audience for Woman's Day. It's easy to understand why, for selling the suburban market, Woman's Day is your best bet. It makes every advertising penny pay off... with every single issue.

Sales Management

mans

Woman's Day

Metropolitan County Area Section

There has been no change in the past year in the number and definitions of the 168 officially designated standard metropolitan county areas. However, Sales Management has added 18 additional "potential" metropolitan county areas, so that our total count, of both standard and potential areas, now stands at 280. The new areas, added to the Survey for the first time are: Huntsville, Ala.; Santa Rosa, Cal.; Tallahassee, Fla.; Sarasota, Fla.; Albany, Ga.; Michigan City, Ind.; Clinton, Iowa; Owensboro, Ky.; Lafayette, La.; Benton Harbor-St. Joseph, Mich.; St. Cloud, Minn.; Grand Forks, N.D.-E. Grand Forks, Minn.; Rochester, Minn.; Sandusky, Ohio; Marion, Ohio; Longview, Tex.; Parkersburg, W. Va.; Wausau, Wis.

When the Government first issued its list of standard metropolitan areas, it will be recalled that 168 separate area designations were provided for. In the official set of 168 area definitions, all areas consist of one or more entire counties, except in New England, where the area definitions are based on groups of townships. SALES MANAGEMENT believed that the Government's decision to define the metropolitan areas of New England in terms of townships, rather than

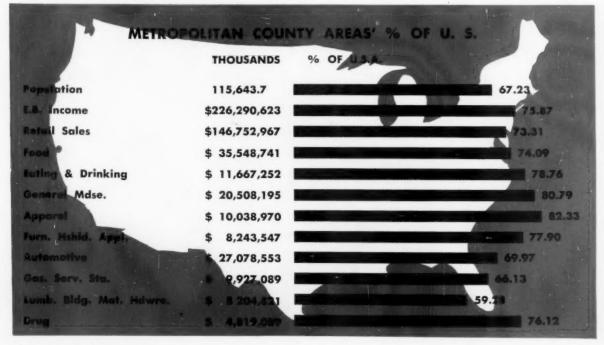
counties, would prove to be unwise because the lack of statistical data for townships would not permit comparisons with other areas. Accordingly, SALES MANAGEMENT'S New England area definitions follow county lines, although conforming as closely as possible to the "township" areas recognized by the Federal Committee on Standard Metropolitan Areas. In this decision we have been joined by most marketing men and agencies, including the J. Walter Thompson Company.

The general concept adopted by the Federal Committee and followed by Sales Management is one of an integrated economic unit with a large volume of daily travel and communication between the central city and the outlying parts of the area. The following principles were adopted as a guide in applying this general concept to the definition of individual areas:

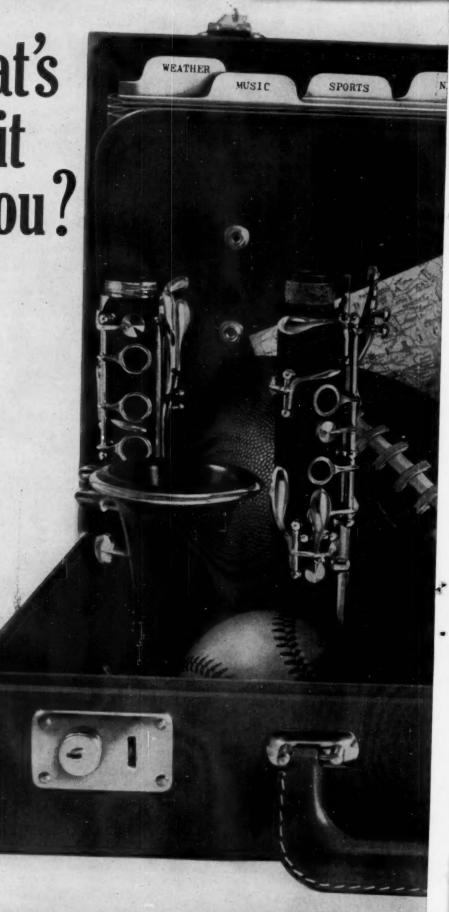
- Each standard metropolitan area must include at least one city of 50,000 or more. Areas may cross state lines.
- Where two cities of 50,000 or over are within 20 miles of each other, they are ordinarily included in the same area.

- 3. Each county included in the standard metropolitan area has either 10,000 non-agricultural workers or 10% of the non-agricultural workers in the area; or more than one-half of the county's population must be included in the "metropolitan district," as defined by the Bureau of the Census. In addition, non-agricultural workers must constitute at least two-thirds of the total employed labor force of the county.
- 4. Each county included in the standard metropolitan area must be economically and socially integrated with the central counties of the area. A county is regarded as integrated if (a) 15% of the workers living in the county work in the central county of the area, or (b) if 25% of those working in the county live in the central county of the area, or (c) if telephone calls from the county to the central county of the area average more than four calls per subscriber per month. Where satisfactory data are lacking, considerable reliance is necessarily placed on informed local opinion.

However, in some cases, this may



What's in it for you?





New Metropolitan Area Definitions to Be Released

As we go to press, the Office of Statistical Standards of the Bureau of the Budget has announced a new set of official metropolitan area definitions to be released in the fall of 1958. The primary innovation in the criteria is the lowering of the size of the central city provided it is contiguous to a smaller city in areas where the combined corporate population is over 50,-000. This change is expected to add about three dozen additional metropolitan areas to the "standard" list, most of which will undoubtedly come from our pool of "potential" areas.

also be a matter of controversy. In defining the Norfolk-Portsmouth area the Government decided to exclude Newport News on the ground that there was insufficient traffic across the James River to justify its inclusion in the larger area. However, for certain marketing purposes, such as radio coverage, Newport News would be regranded as helonging to the area.

regarded as belonging to the area. For all areas Sales Management has followed the Government criterion of including in each area the county containing the central city (or cities) and any other contiguous county considered by the Government authorities to be closely integrated with that city. SALES MAN-AGEMENT has applied this principle even in the case of 18 New England areas which the Government, vielding to local pressures, defined in terms of townships despite the obvious marketing difficulties this would create. To do this, it was necessary to consolidate these 18 New England township areas into twelve areas along county lines. This reduced the 174 officially recognized areas to 168 standard metropolitan county areas. The 18 areas are: Boston, Bridgeport, Brockton, Fall River, Hartford, Lawrence. Lowell, Manchester, New Bedford, New Britain-Bristol, New Haven, Pittsfield, Portland (Me.), Springfield - Holyoke, Providence,

Stamford-Norwalk, Waterbury and Worcester.

That the use of such township definitions would be impractical and unrealistic was demonstrated following 1940 when "Metropolitan Districts" were set up by the Bureau of the Census but not used by sales organizations because of difficulties in assembling sales and other data for such minute geographical units. Consequently, SALES MANAGEMENT has stuck to county boundary lines, and the areas mentioned above are defined in terms of whole counties.

The Government now recognizes Hampton-Newport News-Warwick as a separate standard metropolitan area, and we follow suit. In this connection, it should be noted that the inclusion of Hampton and Warwick in the title reflects the changed status of Elizabeth City and Warwick. In 1952 these two counties and part of the Newport News area became the independent cities of Hampton and Warwick. Thus we now have three independent cities grouped into a single metropolitan area. It is necessary to assign these cities to a county so that the Virginia county totals will be additive to the state totals. So we include the three cities in "Newport News" county, which is legally nonexistent.

The 112 Potential Metropolitan County Areas

The metropolitan area concept is particularly useful to marketing men because it focuses attention on a relatively small number of areas which account for the bulk of trading activity.

Promotion budgets frequently are too small to permit blanket coverage of all areas of the nation. Concentration on the 168 standard metropolitan areas, however, will account for nearly two-thirds of the national retail total. The same principle can be applied to cover additional smaller market centers, which, without involving too great an increase in the number of areas to receive separate attention, can step up the extent of retail coverage to any required degree.

The editors of SALES MANAGE-

MENT have long been aware that the heavy emphasis given to the standard metropolitan areas, while beyond doubt well warranted, frequently involved a disservice to those smaller but rapidly developing market centers which failed in 1950 to meet the requirements for inclusion in the official list of standard metropolitan areas.

In former years, the editors of SALES MANAGEMENT decided to pick out those areas whose central city had a population total somewhat below the 50,000 mark set by the Census Bureau as necessary for a metropolitan area designation. Such areas were called "potential" areas and we listed them with the standard areas for the consideration of those who wished to work with a more extensive metropolitan area concept. However, such a decision always raises the question that the population of the central city is by no means the only, or even the most important characteristic of a metropolitan market area. There are many market areas whose retail sales exceed that of some of the officially designated metropolitan areas. Following this line of thought, we decided to examine all marketing centers which, by virtue of either population or retail sales activity, could qualify for inclusion in a list of important market areas having many of the characteristics of metropolitan areas.

In all, we have come up with 112 such areas, which, by and large, have a central city with a population over 35,000 and serving an area of at least 60,000 persons with an annual retail sales total of about \$75 million. In some cases we used this criterion realistically rather than too rigidly. Nevertheless, we commend these new potential areas to those who wish to apply the metropolitan area concept on a more detailed level. It is interesting to note that eight of these areas are now accepted by the Federal Committee on Metropolitan Areas as "Standard" metropolitan areas. The "potential" areas are assigned area numbers from 169 to 280 so that in the following alphabetic sequences they may be readily distinguished from the standard metropolitan areas.

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A tisket, a tasket, a better jumble basket



A patented Einson-Freeman construction that embodies many improvements in a jumble floor display.

- EASY TO SET UP packed flat, it can be assembled in just four motions, in less than a minute.
- INHERENTLY STABLE weight of merchandise works toward center as products are sold and prevents tipping — even if bumped by shopping cart.
- LARGE CAPACITY supports over 75 pounds since weight is scientifically distributed around circle of cylinder.
- EASY TO MOVE WHEN SET UP two handles come through the tray to permit moving when filled.
- COMPACT folds to parcel post size. Can be packed within many standard merchandise shipping cartons.
- LITHOGRAPHED IN FULL COLOR the base and top have the appeal of fine quality color reproduction.
 Made of mount board – not corrugated.
- DUAL PURPOSE may also be used as a window display because of its form and pictorial interest.



Jumble displays suggest a special value and prompt buying. In a recent survey of 24,000 food stores, conducted by the makers of Johnson's Wax, this type of display was one of the three "most accepted... rated best".

It is no accident that the most advanced jumble basket comes from the unique creative department of Einson-Freeman. Our representative will be glad to demonstrate it.

EINSON-FREEMAN CO.

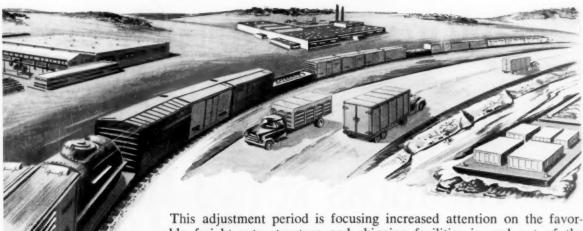
STARR & BORDEN AVENUES, LONG ISLAND CITY, N.Y.

Sales Offices in Detroit (2075 Penobscot Bldg.), Chicago (166 E. Superior St.), and Los Angeles (470 S. San Vicente Blvd.)

See explanation of "Metropolitan County Areas," pages 137, 140

				OPULATION			SXI ES	FECTIVE	BUYING S—1957	INCOM
	AREA AND DEFINITION	Total (thous- ands)	% of U.S.A.	House- hold (thous.)	Spend- ing Units (thous.)	Urbanized Popula- tion (thous.)	Net Dollars (add 000)	% of U.S.A.	Par Capita	Per House- hold
169.	Abilene (Taylor Co., Tex.)	84.5	.0491	24.6	30.0	67.6	142,245	.0477	1,683	5,782
1.	Akron (Summit Co., Ohio)	496.2	. 2885	148.9	167.7	414.7	966,986	.3243	1,949	6,494
170.	Albany (Dougherty Co., Ga.)	58.2	.0338	16.1	19.5	46.7	83,313	.0279	1,431	5,175
2.	Albany-Schenectady-Troy (Albany, Rensselaer and Schenectady Cos., N. Y.)	570.0 224.1	.3314	178.9 62.9	188.4 72.9	449.7 197.9	1,147,296 369,744	.3847	2.013	6,413
171.	Alexandria (Rapides Parish, La.)	110.8	.0644	29.9	32.4	51.2	134,446	.1239	1,650	5.878 4.497
4.	Allentown-Bethlehem-Easton (Warren Co., N. J.; Lehigh and Northampton Cos.,	110.0		20.0	02.4	91.0	104,440	. SPEER	1,210	4,407
	Pa.)	458.0	.2664	132.7	153.0	339.3	843,714	.2830	1.842	6,358
5.	Altoona (Blair Co., Pa.)	136.1	.0791	39.9	44.3	101.3	205,270	.0688	1,508	5,145
6.	Amarillo (Potter and Randall Cos., Tex.)	143.8	.0836	44.8	49.6	133.8	285,855	:0959	1,988	6,381
	Anaconda, Mont. (See Butte-Anconda)									
172.	Anderson (Madison Co., Ind.)	120.5	.0701	37.9	41.0	69.9	216,792	.0727	1,799	5,720
172	Ann Arbor (Washtenaw Co.,,Mich.)	162.4	.0944	43.3	04.0	00.0	202 000	1010	1 007	7 000
173.		92.2	.0536	24.1	64.6 26.8	96.8 49.7	303,222 115,304	.1016	1,867	7,003
175.		92.1	. 0535	25.6	28.5	61.4	147,498	.0495	1,601	5,762
7.		135.4	.0787	36.3	42.7	63.9	193,144	.0648	1,426	5,321
	Ashland, Ky. (See Huntington-Ashland)	100.4	.0.01	00.0	74.1	00.0	100.144	.0040	1,420	0,341
8.	Atlanta (Clayton, Cobb, De Kalb and Fulton, Cos., Ga.)	866.2	.5035	247.8	301.4	668.1	1.587,044	.5322	1,832	6.405
9.		144.2	.0839	45.2	55.2	126.0	258,952	.0868	1,796	5,729
-	Auburn, Me. (See Lewiston-Auburn)									-1120
176.		74.1	.0430	21.9	22.7	37.6	121,200	.0407	1,636	5,534
10.	Augusta (Richmond Co., Ga.; Aiken Co., S. C.)	265.6	.1545	71.0	89.6	154.5	361,436	.1211	1,361	5,091
11.	Austin (Travis Co., Tex.)	195.6	.1137	51.9	68.2	188.5	303,823	.1019	1,553	5,854
177.	Bakersfield (Kern Co., Cal.)	276.5	.1607	82.2	88.8	178.6	515,528	.1728	1,864	6,272
12.			.9168	444.8	499.8	1,310.0	2,877,431	.9647	1,825	6,469
178.		115.1	.0669	30.9	39.2	64.4	172,508	.0578	1,499	5,583
13.		230.7	.1341	64.2	77.5	192.2	410,359	.1375	1,779	6,392
179.		143.0	.0832	41.9	50.5	107.1	254,817	.0854	1,782	6,082
14.		102.0	.0593	29.2	30,1	63.6	162,846	.0546	1,597	5.577
40	Beacon, N. Y. (See Poughkeepsie-Newburgh-Beacon) Beaumont-Port Arthur (Jefferson Co., Tex.)	235.1	.1367	68.8	75.7	211.8	407.158	1205	1 720	E 010
15.	Bellingham (Whatcom Co., Wash.)	73.6	.0428	24.6	25.6	36.8	110,984	.1365	1,732	5,918 4,512
	Beloit-Janesville (Rock Co., Wisc.)	108.0	.0628	32.8	37.6	76.1	200,418	.0872	1,856	6,110
101.	Bethlehem, Pa. (See Allentown-Bethlehem-Easton)	100.0	.0020	04.0	31.0	70.1	200,410	.0012	1,000	0,110
182.	Benton Harbor-St, Joseph (Berrien Co.,,Mich.)	147.5	.0857	45.5	47.8	70.8	241,159	.0808	1,635	5,300
183.		73.5	.0427	23.6	23.6	44.8	130,585	.0438	1,777	5.533
184.		115.0	.0668	30.0	45.6	102.3	160,215	.0537	1,393	5,341
16.	Binghamton (Broome Co., N. Y.)	206.9	.1203	61.9	64.2	152.5	392,625	.1316	1,898	6,343
17.			.3860	178.1	205.5	505.7	1,022,279	.3428	1,624	5,740
185.	Bloomington (McLean Co., III.)		.0523	28.0	32.3	46.4	171,629	.0576	1,907	6,130
186.			.0821	43.1	44.7	0.08	221,699	.0744	1,568	5,144
18.			1.7481	866.6	1.024.7	2,728.8	5,968,385	2.0012	1,987	6,887
19.		603.5	.3509	176.8	204.3	519.9	1,619,725	.5431	2,684	9,161
187.		80.5 234.4	.0468	26.4	28.5	35.3	134,322 291,691	.0450	1,669	5,088
188.	Washington Co.; Bristol Independent City, Va.)	234.4	.1363	59.8	66.7	115.8	291,691	.0978	1,244	4,878
20.	Brockton (Plymouth Co., Mass.)	220.0	.1279	67.5	73.7	119.9	379,211	.1272	1,724	5,618
189.	Brownsville-Harlingen-McAllen (Cameron and Hidalgo Cos., Tex.)	375.1	.2181	88.8	99.6	228.9	378.407	.1269	1,009	4,261
									,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	1,000
21.	Buffalo (Erie and Niagara Cos., N. Y.)	1,304.2	.7582	384.3	401.7	1,073.6	2,463,017	.8258	1,889	6,409
190.	Burlington (Chittenden Co., Vt.)	68.0	.0396	18.1	23.0	48.0	105,784	.0354	1,556	5.844
191.		77.9	.0454	28.4	27.0	58.3	133,737	.0449	1,717	5,066
22.		323.0	.1878	94.8	107.4	233.2	582,421	.1952	1,803	6,144
23.		123.0	.0715	39.4	44.4	91.3	217,307	.0728	1,767	5,515
192.	Champaign-Urbana (Champaign Co., III.)	125.9	.0732	33.3	57.4	85.8	273,718	.0917	2,174	8,220
24.		197.8	.1150	54.0	67.1	138.4	253,789	.0851	1,283	4,700
25.			.1970	90.9	103.9	156.4	539,973	.1810	1,593	5,940
26.	Charlotte (Mecklenburg Co., N. C.)	263.3	.1531	70.7	86.5	171.4	472,556	.1584	1,795	6,684
27.	Chattanooga (Walker Co., Ga.; Hamilton Co., Tenn.)	290.4	.1689	83.4	91.7	199.3	411,961	.1381	1,419	4,940
102	Chevenne (Laramie Co., Wyo.)	60.0	.0349	17 1	24 0	20.1	112 021	0276	1 997	6 850
193.		6.286.2	3.6431	17.1	24.9	38.1 5,909.1	112,031 14,504,066	.0376 4.8630	1,867	6,552
28.		1,056.5	.6142	334.7	378.9		2.040,324	.6841	2,315	7,541 6,096
29. 194.		79.5	.0463	22.5	25.3	36.3	124,465	.0418	1,566	5.532
30.	The state of the s	1,719.7	.9997	517.8	614.4	1,609.7	3.920.991	1.3147	2,280	7.572
195.		55.7	.0324	17.2	18.0		88,371	.0297	1,587	5,138
196.		121.4	.0706	39.8	46.7	88.6	208,642	.0699	1,719	5,242
31.		177.7	.1033	45.1	60.2		257.885	.0865	1,451	5.718
32.		1	.1438	54.2	114.4	1	409,854	.1375	1,657	7,562
33.		645.3	.3752	191.7	232.9		1,389,950	.4860	2,154	7,251
34.	Corpus Christi (Nueces Co., Tex.)	254.0	.1477	67.7	76.1	206.0	393,901	.1320	1,551	5,818
197.		95.0	.0582	27.2	27.7		135,398	.0454	1,425	4,978
E GET C			.4959	261.7	297.8	841.7	1,669,265	.5597	1,957	6,379

CUT COSTS: with a plant, warehouse or service facility in the Birmingham DISTRICT



This adjustment period is focusing increased attention on the favorable freight rate structure and shipping facilities in and out of the Birmingham District.

More and more enterprises are finding this manufacturing and distribution center of the South an advantageous location for serving both the growing markets of the South and distant markets as far away as Boston, for instance. Favorable freight rates — rail, truck and water — enable the Birmingham District's industries to sell competitively in the nation's major markets of the North, East and West such diverse commodities as steel and iron products, pipe, chemicals, paper, textiles and many more.

Birmingham's location in the geographic center of the South likewise saves dollars and days for companies that sell or serve Southern customers.

Good transportation of all types abounds in the Birmingham District. Nine major rail systems plus 3 belt and connecting lines and large freight yards provide unexcelled facilities for prompt movement of shipments by rail. Large truck common carriers, many of which are domiciled here, provide both regular and irregular route door-to-door transport without

interchange to the nation's principal markets. This District is also served by the Southeast's great inland waterway — The Warrior-Tombigbee System; with a nine-foot channel from the Port of Birmingham to Mobile Bay.



Ask your traffic department to let us help check freight rates on your products into and out of Birmingham. Like so many others, you too may find that you can better serve your markets and yourself by establishing a plant, warehouse, service facility or sales office in this central district of the South. For further information, write

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Network

Summary of Data for Metropolitan County Areas—(Cont'd) See explanation of "Metropolitan County Areas," pages 137, 140

	AREA AND DEFINITION		SM E	OPULATION STIMATES	ON S, 1/1/58		SM ES	FECTIVE	BUYING —1957	INCOM
	AREA AND DEFINITION	Total (thous- ands)	% of U.S.A.	House- held (thous.)	Spend- ing Units (thous.)	Urbanized Popula- tion (thous.)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per House hold
96. 199.	Danville (Vermilion Co., III.)	92.0	.0535	29.4	30.5	56.8	185,537	.0555	1,799	5,631
36.	Danville (Pittsylvania Co. and Danville Independent City, Va.). Davenport-Rock Island-Moline (Rock Island Co., Ill.; Scott Co., Iowa).	111.8	.0650	27.7	29.9	53.6	133,591	.0448	1,195	4,823
37.	Dayton (Greene and Montgomery Cos., Ohio)	267.1 589.3	.1553	82.0 174.0	91.0 211.2	215.2 448.6	507,483 1,247,480	.1702	1,900	7,169
200.	Daytona Beach (Volusia Ce., Fla.)	102.4	.0595	33.4	38.8	70.2	161,322	.0541	2,117	4,830
38.	Decatur (Macon Co., III.)	112.6	.0655	36.0	38.1	87.9	215,697	.0723	1,916	5,992
39.	Denver (Adams, Arapahoe, Denver and Jefferson Co., Cole.)	780.3	.4538	245.2	277.5	674.3	1,481,914	.4969	1,899	6,04
40.	Des Moines (Polic Co., Iowa)	257.0	.1494	83.3	93.9	241.0	481,464	.1615	1,873	5,78
41.	Detroit (Macomb, Oakland and Wayne Cos.,, Mich.)	3,843.0	2.2343	1,101.1	1,253.2	3.355.0	8,099,115	2.7155	2,107	7,35
42.	Dubuque (Dubuque Co., Iowa)	77.4	.0450	20.7	26.1	57.7	122,124	.0409	1,578	5,90
43. 44.	Duluth-Superior (St. Louis Co., Minn.; Douglas Co., Wisc.)	272.1	.1582	83.6	91.5	206.1	451,763	.1514	1,660	5,40
99.	Durham (Durham Co., N. C.) Easton, Pa. (See Allentown-Bethlehem-Easton)	113.8	.0662	29.5	39.9	93.6	186,210	.0624	1,636	6,31
01.	Eau Claire (Chippewa and Eau Claire Cos., Wisc.)	108.7	.0621	30.0	33.8	55.7	157,816	DE00	1.479	a 00
45.	El Paso (El Paso Co., Tex.)	295.7	.1719	71.6	97.0	277.3	460,189	.0529	1,556	6,42
	Elkhart (Elkhart Co., Ind.)	98.1	.0571	30.7	34.2	58.6	189,314	.0635	1,930	6,16
	Elmira (Chemung Co., N. Y.)	100.5	.0584	31.0	32.1	69.9	180,388	.0605	1,795	5,81
04.	Elyria, Ohio (See Lorain-Elyria) Enid (Garfield Co., Okla.)	50.5	.0293	15.7	17.8	43.2	82,122			
			.0293	19.7	17.0	43.2	02,122	.0275	1,626	5,23
46.	Erie (Erie Co., Pa.)	239.6	.1393	89.7	80.2	192.0	439,399	.1473	1,834	6,30
06. 47.	Eugene (Lane Co., Ore.)	161.1	.0937	50.6	54.9	64.2	282,899	.0881	1,632	5,19
06.	Evansville (Vanderburgh Co., Ind.; Henderson Co., Ky.) Everett (Snohomish Co., Wash.)	220.5	.1282	68.3	74.7	178.6	376,309	.1261	1,707	5,5
18.	Fall River-New Bedford (Bristol Co.,,Mass.)	140.1 397.6	.0814	46.6 120.4	48.3	59.1	223,514	.0750	1,595	4,7
07.	Fargo (Cass Co., N. D.)	68.7	.0399	19.4	127.6 23.6	345.0 47.2	848,906 113,036	.2176	1,632	5,3
08.	Fayetteville (Cumberland Co., N. C.)	137.5	.0799	28.2	86.7	52.9	195.087	.0654	1,419	6.9
49.	Flint (Genesee Co., Mich.)	355.8	,2068	104.8	113.1	258.3	713,526	.2392	2.005	6,8
09.	Florence-Sheffield-Tuscumbia-Muscle Shoals (Colbert and Lauderdale Cos., Ala.)	104.9	.0610	27.5	30.6	54.2	128,385	.0431	1,224	4.6
10.	Fort Lauderdale (Broward Co., Fla.)	237.4	.1380	73.4	82.5	130.0	411,387	.1379	1,733	5,6
50.	Fort Smith (Sebastian Co., Ark.)	69.1	.0402	21.4	22.8	61.0	93,370	.0313	1,351	4,3
51.	Fort Wayne (Allen Co., Ind.)	222.8	.1296	69.1	79.0	164.9	450,673	.1511	2,023	6.5
52.	Fort Worth (Tarrant Co., Tex.)	565.6	.3289	172.2	196.6	473.9	995,626	.3338	1,760	5,7
53.	Fresno (Fresno Co., Cal.)	336.0	. 1953	102.5	105.6	192.1	579,251	.1942	1,724	5,6
11.	Gadsden (Etowah Co., Ala.). Galesburg (Knox Co., III.).	104.0 57.5	.0605	28.2	30.6	74.8	138,782	.0465	1,334	4,9
55.	Galveston (Galveston Co., Tex.)	125.0	.0727	18.8	20.1	37.9 121.5	106,532 211,526	.0357	1,853	5.6
12.	Gastonia (Gaston Co., N. C.)	128.3	.0748	32.5	36.1	69.4	173.850	.0583	1.355	5.3
13. 56.	Grand Forks-East Grand Forks (Grand Forks Co., N. D.; Polk Co., Minn.) Grand Rapids (Kent Co.,,Mich.)	84.9 338.1	.0493	23.4 103.3	27.6	50.7	124,615	.0417	1,468	5,3
		330.1	,1903	103.3	111.4	260.5	831,073	.2116	1,867	6,1
14.		70.1	.0407	23.1	25.0	51.9	138,801	.0466	1,980	6.0
57.	Green Bay (Brown Co., Wisc.)	110.9	.0645	30.3	34.3	80.1	179,646	.0802	1,620	5,9
58. 59.	Greensboro-High Point (Guilford Co., N. C.). Greenville (Greenville Co., S. C.).	224.7	.1306	59.1	74.9	176.9	380,192	.1275	1,692	6,4
	Gulfport, Miss.(See Biloxi-Gulfport)	201.0	.1168	55.3	63.9	117.0	290,380	.0973	1,445	5,2
15.	Hagerstown (Washington Co., Md.)	88.1	.0512	25.1	27.0	39.5	141,097	.0474	1,602	5,6
	Hamilton-Middletown (Butler Co., Ohio) Hampton-Newport News-Warwick (Newport News, Hampton and Warwick Inde-	179.4	.1043	51.5	62.9	129.7	336,802	.1130	1,877	6.5
	pendent Cities, Va.) Harlingen, Tex. (See Brownsville-Harlingen-McAllen)	187.9	.1093	49.2	67.1	187.9	317,152	.1063	1,688	6,4
	Harrisburg (Cumberland and Dauphin Cos., Pa.)	330.2	.1920	97.8	114.9	224.2	601,215	.2016	1,821	6.1
63.	Hartford-New Britain (Hartford Co., Conn.)	841.6	.3731	186.5	219.5	526.3	1,519,588	.5095	2,368	8,1
	Hazleton, Pa. (See Wilkes-Barre-Hazleton)									1
	High Point, N. C. (See Greensboro-High Point) Holyoke, Mass. (See Springfield-Holyoke)									
	Hopewell, Va.(See Petersburg-Hopewell)									
6.6	Houston (Harris Co., Tex.)	1,180.3	.6863	352.9	398.8	1,167.1	2,200,126	.7376	1,864	6,2
65.	Huntington-Ashland (Boyd Co., Ky.; Lawrence Co., Ohio; Cabell and Wayne	1,100.0	.0000	002.0	000.0	1,107.1	2,200,120		1,004	0,2
	Cos., W. Va.)	265.7	.1545	73.8	81.5	165.1	383,162	.1285	1.442	5.1
16.		87.8	.0510	22.5	25.2	89.8	93,515	.0313	1.065	4,1
17.	Hutchinson (Reno Co., Kans.)	80.0	.0349	19.6	20.5	37.5	91,758	.0308	1,529	4.8
66.	Indianapolis (Marion Co., Ind.)	640.0	.3721	202.3	238.7	572.1	1,388,855	.4657	2,170	6,8
	Jackson (Jackson Co., Mich.)	126.2	.0734	36.9	40.3	70.4	215,651	.0723	1,709	5.8
	Jackson (Hinds Co.,,Miss.)	168.0	.0977	46.1	56.5	127.5	234,147	.0785	1,394	5.0
18.	Jacksonville (Duval Co., Fla.)	418.2	.2431	118.0	139.4	334.7	887,668	. 2239	1,597	5,6
88.		146.8	. 0854	46.6	48.6	86.0	253,820	.0851	1,729	5,4
88.	Jamestown (Chautauqua Co., N. Y.)	140.0								
58. 59.	Jamestown (Chautauqua Co., N. Y.). Janesville, Wisc. (See Beloit-Janesville)	140.0								
88. 89. 18.	Jamestown (Chautauqua Co., N. Y.). Janesville, Wisc. (See Beloit-Janesville) Johnson City, Tenn. (See Bristol-Johnson City-Kingsport)		,1707	79.1	87.4	148 7	408 084	1289	1.390	8.1
67. 68. 69. 18.	Jamestown (Chautauqua Co., N. Y.). Janesville, Wisc. (See Beloit-Janesville)	293.6 112.0	.1707	79.1 37.5	87.4 39.2	148.7 69.2	408,054 161,064	.1368	1,390 1,438	5,1
68. 69. 18.	Jamestown (Chautauqua Co., N. Y.) Janesville, Wisc. (See Beloit-Janesville) Johnson City, Tenn. (See Bristof-Johnson City-Kingsport) Johnstown (Cambria and Somerset Cos., Pa.)	293.6		1						

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See explanation of "Metropolitan County Areas," pages 137, 140

	A Same and the second	•		OPULATIO STIMATE			SM ES	FECTIVE	BUYING —1957	INCON
	AREA AND DEFINITION	Total (thous-ands)	% of U.S.A.	House- hold (thous.)	Spend- ing Units (thous.)	Urbanized Popula- tion (thous.)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per House hold
72.	Kansas City (Johnson and Wyandotte Cos., Kans.; Clay and Jackson Cos., Mo.) Kennewick, Wash. (See Pasco-Kennewick-Richland)	1,009.2	. 5869	331.0	371.9	864.1	2,048,915	.6870	2,030	6,190
73.	Kenosha (Kenosha Co., Wisc.)	86.3	.0502	26.1	27.9	63.0	161,106	.0540	1,867	6,173
74.	Kingsport, Tenn. (See Bristol-Johnson City-Kingsport) Knoxville (Anderson, Blount and Knox Cos., Tenn.)	367.3	.2135	99.2	112.0	215.9	515,843	.1729	1.404	5,200
21.		63.0	.0366	19.5	21.7	45.2	113,967	.0382	1,809	5,844
22.	La Crosse (La Crosse Co., Wisc.)	74.8	.0435	21.6	24.8	55.8	124,749	.0418	1,668	5,775
	Lafayette (Tippecanoe Co., Ind.)	86.9	.0505	24.4	37.4	53.0	168,142	.0564	1,935	6,891
	Lafayette (Lafayette Co., La.)	70.0	.0407	18.5	20.5	49.2	87,397	.0293	1,249	4,724
	Lake Charles (Calcasleu Parish, La.)	129.2 169.2	.0751	38.5 48.1	39.4 52.4	91.6 93.8	204,185 235,194	.0685	1,580	5,594 4,890
	Lancaster (Lancaster Co., Pa.)	244.8	.1423	70.1	81.5	122.6	483,326	.1621	1,976	6,898
76.	Lansing (Ingham Co., Mich.)	216.1	.1256	63.7	79.5	163.8	447,974	.1502	2,073	7,033
	Laredo (Webb Co., Tex.)	67.7	.0394	15.2	16.6	63.5	60,502	.0203	894	3,980
	Las Vegas (Clark Co., Nev.)	108.1	.0629	34 2	44.5	73.8	220,683	.0740	2,041	6,453
	Lawton (Comanche Co., Okla.)	74.0	.0430	20.5	26.3	57.2	108,559	.0364	1,467	5,296
30	Lebanon (Lebanon Co., Pa.) Lewiston-Auburn (Androscoggin Co., Me.)	86.0 84.5	.0500	24.8	27.3	49.9 72.3	140,679 144,092	.0471	1,636	5,673
78.	Lexington (Fayette Co., Ky.)	121.1	.0704	34.8	43.1	90.1	197,173	.0661	1,628	5,666
79.		103.1	.0599	31.0	35.4	61.3	184,370	.0618	1,788	5,947
80.	Lincoln (Lancaster Co., Nebr.)	143.9	.0837	45.8	57.0	131.3	254,561	.0853	1,769	5,55
81.	Little Rock-North Little Rock (Pulaski Co., Ark.)	255.1	.1483	76.6	85.0	186.8	374,635	.1256	1,469	4,891
124	Long Beach, Cal. (See Los Angeles-Long Beach)	***	0440	00.0	00.4		110 000	0200	1 859	
31. 82.		71.5 197.6	.0416	21.6 57.3	23.4	64 0 129.6	113,933 384,454	.0382	1,593	6,700
83.		6,109.1	3.5519	2,108.7	2,288.5	5.715.8	13.478,454	4.5191	2,206	6,39
84.		700.6	.4074	210.9	232.6	556.1	1,211,351	.4062	1,729	5,74
85.	Lubbock (Lubbock Co., Tex.).	170.5	.0992	47.9	58.6	145.1	813,375	.1050	1,838	6,54
32.		83.6	.0488	22.0	25.7	83.9	118,520	.0397	1,418	5,38
	McAllen, Tex. (See Brownsville-Harlingen-McAllen)									
86.	Macon (Bibb and Houston Cos., Ga.)	166.3	.0967	47.1	84.7	127.5	241,899	.0811	1,455	5.13
87. 88.	Madison (Dan Co.,e Wisc.) Manchester (Hillsberough Co., N. H.)	208.1 184.4	.1210	88.8	80.2 56.3	132.3 126.3	414,423 292,245	.1390	1,991	7.04
33.		71.1	.0414	20.6	23.4	39.8	113,106	.0379	1,591	5,49
34.		107.8	.0626	31.9	36.6	70.0	206,844	.0893	1,919	6,48
35.	Marion (Grant Co., Ind.)	74.1	.0431	22.6	25.4	45.6	116,195	.0390	1,568	5,14
38.	Marion (Marion Co., Ohio)	58.1	.0338	17.9	19.6	39.5	96,022	.0322	1,653	5,38
37.	Mason City (Cerro Gordo Co., Iowa)		.0303	16.3	17.6	39.9	86,553	.0291	1,661	5,31
89. 90.	Memphis (Shelby Co., Tenn.)		.3198	156.7 146.1	192.9	498.2 746.8	907,076	.3041	1,649	6,50
38.	Miami (Dade Co., Fla.)	90.0	.0523	26.8	27.9	54.0	149,916	.0502	1,686	5,56
39.	Middletown (Middlesex Co., Conn.).	79.0	.0459	22.3	25.2	39.3	157,635	.0529	1,995	7,00
	Middletown, Ohio (See Hamilton-Middletown)						,			
40.	Midland (Midland Co., Tex.)	54.3	.0316	16.5	17.7	51.3	124,727	.0418	2,297	7,58
91.	Milwaukee (Milwaukee and Waukesha Cos., Wisc.)	1,157.1	.6728	343.1	394.0	1,000.5	2,341,826	.7852	2,024	6,82
92.	Minneapolis-St. Paul (Anoka, Dakota, Hennepin and Ramsey Cos.,,Minn.)	1,329.4	.7730	401.5	456.9	1,139.8	2,624,022	.8797	1,974	6,53
93.	Mobile (Mobile Co., Ala.). Modeste (Stanislaus Co., Cal.)	276.4 149.3	.1607	76.5 48.1	86.4 46.7	243.3 59.0	394,726 243,812	.1323	1,428	5,16
	Moline, III. (See Davenport-Rock Island-Moline)	140.3	.0000	40.1	40.1	00.0	243,012	.0010	1,000	0,41
42.	Monroe-West Monroe (Ouachita Parish, La.)	88.5	.0514	25.5	28.6	66.1	131,559	.0441	1,487	5,1
94.	Montgomery (Montgomery Co., Ala.)	163.0	.0947	45.7	53.9	131.6	248,611	.0833	1,525	5,44
95.	Muncie (Delaware Co., Ind.)	108.2	.0629	33.8	38.9	71.9	196,784	.0659	1,819	5,8
140	Muscle Shoals, Ala. (See Florence-Sheffleld-Tuscumbia-Muscle Shoals)	145.9	0040	42.2	46.1	99.7	232,637	.0780	1.594	5,37
43. 96.	Muskegon (Muskegon Co., Mich.)	370.2	.0848	43.3 104.9	127.3	284.2	601,938	.2018	1,626	5,73
ed.	New Bedford, Mass. (See Fall River-New Bedford)	314.2	.2102	.04.8	121.3	204.6	031,930		1,020	0,1
	New Britain, Conn. (See Hartford-New Britain)									
44.	New Castle (Lawrence Co., Pa.)	108.0	.0627	31.3	34.8	62.8	188,731	.0633	1,748	6,0
97.	the time the state of the state	624.2	.3629	183.9	214.5	550.4	1,386,013	.4847	2,220	7.5
45.		189.9	.0988	49,7	60.3	96.5	341,566	.1145	2,010	6,8
98.	New Orleans (Jefferson, Orleans and St. Bernard Parish, La.)	845.0	. 4915 8.3318	246.2 4,378.1	276.8	795.3 13,584.5	1,392,171 32,782,509	.4688 10.9916	1,648	7,4
99.	New York-N. E. New Jersey (N. Y. Pertion) (Bronx, Kings, Nassau, New York,	14,330.0	0.3310	4,0/0.1	4,019.3	13,304.0	32,702,000	10.5910	2,200	1,4
001	Queens, Richmond, Rockland, Suffolk and Westchester Cos., N. Y.)	10,456.8	6.0798	3,221.0	3,515.9	9,973.5	24,157,806	8.1000	2,310	7,5
998	New York-N.E. New Jersey (N. J. Portion) (Bergen, Essex, Hudson, Middlesex,									
	Morris, Passaci, Somerset and Union Cos., N. J.)	3,873.2	2.2520	1,157.1	1,297.4	3,611.0	8,624,704	2.8916	2,227	7,4
46.	Newark (Licking Co., Ohio)	81.0	.0471	25.1	29.3	42.5	137,604	.0481	1,699	5,4
	Newport News, Va. (See Hampton-Newport News-Warwick)									
00.					000	404 -	4 007 000	0400	4 900	
	Portsmouth and Virginia Beach Independent Cities, Va.)	588.9	.3424	161.3	229.2	481.8	1,037,698	.3480	1,762	6,4
	North Little Rock, Ark, (See Little Rock-North Little Rock) Norwalk, Conn. (See Bridgeport-Stamford-Norwalk)		1							1
	Norwich, Conn. (See New London-Norwich)									
	Oakland, Cal. (See San Francisco-Oakland)									
47.		80.1	.0466	23.5	25.3	73.6	155,886	.0523	1,946	6,6
01.		105.8	.0615	30.4	31.3	85.5	165,658	.0555	1,566	6,4



4,472,924 Lines in 1957

Again in 1957, retail grocers and food product manufacturers demonstrated their confidence in The Kansas City Star by placing in its columns the 4th largest volume of food advertising appearing in any newspaper in America.

Two of the papers which carried more food linage than The Star did so by less than 30,000 lines in total volume of 4½ million. The linage leader is in a city six times the size of Kansas City.

The "why" of this showing is significant. With four aggressive chains and a host of wideawake independents—all big users of The Star—Kansas City is the scene of some of the scrappiest competition in the business. Lots of Star food ads keep housewives food conscious and check-out counters busy. In Kansas City, your advertising dollar will consistently net bigger returns.

LEADING NEWSPAPERS IN FOOD ADVERTISING

(Retail Gracers-Graceries of Department Stores-General Graceries)

	YEAR - 1957	
		LINAGE
1.	. Chicago Daily News—E	4,831,814
2.	Miami Herald—M. & S	4,499,107
	Tampa Tribune—M. & S	
4.	Kansas Gity Star (M & S)	4,472,924
5.	Long Beach Independent Press-Telegram &	
	Press-Telegram-S. & E	4,015,899
S.	New Orleans Times-Picayune & States-M. & S	4,006,891
7.	Norfolk Virginian-Pilot & Portsmouth Star-M. & S	3,984,183
8.	Houston Chronicle—E. & S	3,929,866
9.	Tolodo Blade—E. & S	3,880.435
10.	Minneapolis Star & Tribune—E. & S	3,880,225
11.	Portland Oregonian—M. & S	3,728,180
12	Long Beach Independent—M	3,713,193
13.	Akren Beacen Journal—E. & S	3,685,866
14	St. Louis Post-Dispatch—E. & S	3,658,769
15.	Washington Post & Times-Herald—M. & S	3,657,991
16.	Milwaukee Journal — E. & S	3,638,468
17.	Denver Post—E. & S	3,634,629
18.	Washington Star—E. & S	3,627,092
19.	St. Petersburg Times-M. & S	3,551,827
20	Birmingham News-E. & S	3,527,012
21	Dallas Times-Herald—E. & S	3,509,347
22	Memphis Commercial Appeal—M. & S	3,509,166
23	Portland Oregon Journal—E. & S	3,494,023
24	. Seattle Times—E. & S	3,479,843
25.	San Diego Union-M. & S	3,438,297

Compiled by Media Records

THE KANSAS CITY STAR

KANSAS CITY

1729 Grand Ave. HArrison 1-1200 CHICAGO

202 S. State St. WEbster 9-0532 **NEW YORK**

21 E. 40th St. Murray Hill 3-6161 SAN FRANCISCO

625 Market St. GArfield 1-2003

See explanation of "Metropolitan County Areas," pages 137, 140

		•	SM P	OPULATION STIMATE	ON S, 1/1/58		SM E	FFECTIVE STIMATES	BUYING S—1957	INCOM
	AREA AND DEFINITION	Total (thous-ands)	% of U.S.A.	House- hold (thous.)	Spend- ing Units (thous.)	Urbanized Popula- tion (thous.)	Net Dolars (add 000)	% of U.S.A.	Per Capita	Per House- hold
102.	The state of the s	406.6	.2364	130.0	138.6	358.1	716,081	.2401	1,761	5,508
103.	Omaha (Pottawattamie Co., Iowa; Douglas and Sarpy Cos., Nebr.) Ontario, Cal. (See San Bernardino-Riverside-Ontario)	420.2	.2443	127.8	147.8	375.4	712,533	.2389	1,696	5,575
104.	Orlando (Orange Co., Fla.)	215.9	.1255	65.9	76.5	115.4	350,692	.1175	1,624	5,322
248.	Oshkosh (Winnebago Co., Wisc.)	102.9	.0698	30.4	33.3	78.4	172,377	.0578	1,675	5.670
249.		70.0	.0407	19.8	21.8	46.1	95,078	.0319	1,358	4.802
250. 251.	the state of the s	69.1	.0402	22.0	23.3	47.5	99,435 113,250	.0333	1,439	4,520
252.		76.2 92.3	.0443	22.8	24.2 30.2	51.2 61.4	183,146	.0614	1,984	6,381
	Pawtucket, R. I. (See Providence-Pawtucket)	82.3	.0037	20.7	30.2	01.4	100,110		1,001	
253.		161.5	.0939	43.0	51.2	107.5	225,651	.0756	1.397	5,248
105.	Peoria (Peoria and Tazewell Cos., Ill.)	281.2	.1635	87.1	95.1	212.8	559.524	.1876	1,990	6,424
254.	Petersburg-Hopewell (Dinwiddie and Prince George Cos.; Petersburg, Hopewell	100 7	0000	04.1	20.7	70 A	141 812	.0475	1,378	5.872
106.	and Colonial Heights Independent Cities, Va.). Philadelphia (Burlington, Camden and Gloucester Cos., N. J.; Bucks, Chester,	102.7	.0696	24.1	32.7	72.4	141,513	.04/5	1,3/0	3,672
,	Delaware, Montgomery and Philadelphia Cos., Pa.)	4,349.1	2.5286	1,249.2	1,492.9	3,618.1	8,664,381	2.9050	1,992	6,936
107.	Phoenix (Maricopa Co., Ariz.)	548.0	.3186	159.0	178.0	393.6	872,294	.2924	1,592	5.486
108.	Pittsburgh (Allegheny, Beaver, Washington and Westmoreland Cos., Pa.)	2,408.3	1.4002	691.5	792.2	1,837.8	4,437,239	1.4876	1,842	6,417
109.	Pittsfield (Berkshire Co., Mass.)	139.3	.0810	41.8	45.6	112.6	247,989	.0831	1,780	5,933
255.	Port Arthur, Tex. (See Beaumont-Port Arthur)						100 071	0430	1.594	5,348
110.	Port Huron (St. Clair Co., Mich.)	101.0	.0587	30.1	31.2 60.7	56.9 139.7	160,971 295,921	.0539	1,713	5,814
111.	Portland (Cumberland Co., Me.). Portland (Clackamas, Multnomah and Washington Cos., Ore; Clark Co., Wash.).	172.7 838.1	.1004	50.9 282.0	298.9	581.3	1,428,634	.4790	1.705	5.066
256.	Portsmouth (Scioto Co., Ohio)	107.1	.0623	31.3	33.3	55.6	146,752	.0492	1.370	4,689
257.	Portsmouth, Va. (See Norfolk-Portsmouth)	334.5	.1944	94.6	105.1	152.2	590,078	.1979	1,764	6,238
112.							1,214,891	.4073	1,723	5,771
258.	Providence-Pawtucket (Bristol, Kent and Providence Cos., R. I.) Prove (Utah Co., Utah)	705.3 104.5	.4100	210.5 26.8	237.9	433.8 71.8	131,188	.0440	1,725	4.895
	Pueblo (Pueblo Co., Colo.)	110.5	.0643	31.4	31.7	100.2	160,927	.0540	1,456	5,125
259.		66.5	.0386	21.3	22.4	46.4	108.015	.0362	1,624	5.071
114.	Racine (Racine Co., Wisc.)	124.2	.0722	37.1	40.4	94.1	246,940	.0827	1,988	6,656
115.	Raleigh (Wake Co., N. C.)	163.4	.0950	40.2	55.7	89.1	252,867	.0847	1,548	6,290
260.	Rapid City (Pennington Co., S. D.)	60.0	.0349	18.8	20.7	43.4	87,071	.0292	1,451	4,631
116. 261.	Reading (Berks Co., Pa.) Reno (Washoe Co., Nev.)	270.0 76.0	.1570	80.2 25.1	93.1	174.9 62.4	520,329 173,393	.1745	1,927	6,488
117.	Richland, Wash. (See Pasco-Kennewick-Richland) Richmond (Chesterfield and Henrico Cos.; Richland Independent City, Va.)	381.2	.2217	104.8	124.9	302.9	682,718	.2290	1,791	6,514
262.		77.2	.0449	23.3	26.5	50.0	133,635	.0448	1,731	5,735
	Riverside, Cal. (See San Bernardino-Riverside-Ontario)	*****	.0440	20.0	20.0					
118.		149.4	.0868	40.9	47.2	122.6	251,055	.0842	1,680	6,138
119.		574.9	.3343	178.1	187.1	470.6	1,191,542	.3995	2,073	6,690
263. 120.	Rockford (Winneheas Co., Minn.)	50.5	.0294	14.0	16.7	34.5 148.3	85,725 380,515	.0287	1,698	6,123 6,516
120.	Rockford (Winnebage Co., III.). Rock Island, III. (See Davenport-Rock Island-Moline)	184.7	.1074	58.4	62.4	146.3	300,313	.12/0	2,000	0,510
404	Rome, N. Y. (See Utica-Rome)									0.017
121.	Sacramento (Sacramento Co., Cal.)	428.1	.2490	134.0	153.1	300.3	913,491	.3083	2,134 1,701	6,817
264.	Saginaw (Saginaw Co., Mich.) St. Cloud (Stearns Co., Minn.)	183.1 83.0	.1065	52.8 19.6	56.5 24.3	120.5 28.8	311,428 106,839	.0359	1,287	5,451
123.		102.5	.0595	32.4	37.2	86.4	178,066	.0597	1,737	5,496
124.	St. Louis (Madison and St. Clair Cos., III.: St. Charles and St. Louis Cos.; St. Louis City, Mo.)	1.965.1	1.1426	805.1	693.7	1.702.8	3,855,393	1.2926	1,982	6,371
		1,365.1	1,1420	000.1	003.7	1,702.0	0,000,000	1.2020	.,	
	Waterbury, Conn. (See New Haven-Waterbury) St. Petersburg, Fla. (See Tampa-St. Petersburg)									
265.		136.8	.0795	41.6	42.7	57.5	189,306	.0635	1,384	4,551
125.		353.1	.2063	102.6	108.0	289.1	603,762	.2024	1,710	5,885
126.	San Angelo (Tom Green Co., Tex.)	74.2	.0431	21.5	25.4	66.1	123,419	.0414	1,663	5,740
127.	San Antonio (Bexar Co., Tex.)	620.0	.3605	163.3	204.2	568.4	562,915	.2893	1,392	5,284
128.	San Bernardino-Riverside-Ontario (Riverside and San Bernardino Cos., Cal.)	711.8	.4137	229.6	242.3	420.3	1,200,838	.4026	1,687	5,230
129. 130.	San Francisco-Oakland (Alameda, Contra Costa, Marin, San Francisco, San	906.4	.5270	298.2	366.5	763.4	1,918,949	.6434	2,117	6,435
	Mateo and Solano Cos., Cal.)	2,701.9	1.5709	894.6	1.044.8	2,514.8	6,411,347	2.1494	2,373	7,167
131.		525.5	.3056	161.7	183.9	399.2	1,050,487	.3522	1,999	6,497 5,811
266. 132.	Sandusky (Erie Co., Ohio) Santa Barbara (Santa Barbara Co., Cal.)	62.6 114.0	.0364	19.2 37.0	20.7 42.8	36.7 81.2	111,569 235,403	.0374	2,065	6,362
267.	Santa Rosa (Sonoma Co., Cal.)	139.5	.0811	46.5	47.3	48.9	241.562	.0810	1,732	5,195
268.	Sarasota (Sarasota Co., Fla.)	53.6	.0312	17.6	19.2	35.8	91,302	.0308	1,703	5,188
133.	Savannah (Chatham Co., Ga.)	174.1	.1013	51.2	59.9	149.1	261,094	.0875	1,500	5,099
	Schenectady, N. Y. (See Albany-Schenectady-Troy)							*****	4 =00	E 074
134.		253.0	.1471	73.0	81.0	239.7	384,991	.1290	1,522	6,217
135. 269.		860.0	.5000	292.2	333.2	701.5 54.7	1,816,533 150,579	. 6091	1,711	5,661
203.	Sheboygan (Sheboygan Co., Wisc.) Sheffield, Ala. (See Florence-Sheffield-Tuscumbia-Muscle Shoals)	88.0	.0512	26.6	26.3	34.7	130,079	.5500	.,	-,

time buying

made easy in 5 key markets...

KANSAS CITY, SYRACUSE, OMAHA, PHOENIX, AND TULSA

Buy the Meredith Station!

When you buy the Meredith Station in these booming markets, you're on the station with smart programming . . . selling know-how . . . well-planned merchandising . . . experienced talent and management.

Your advertising gets home on the Meredith Station.



KANSAS CITY SYRACUSE PHOENIX OMAHA TULSA KCMO WHEN KPHO WOW KRMG KCMO-TV WHEN-TV KPHO-TV WOW-TV

The Katz Agency The Katz Agency The Katz Agency John Blair & Co. — Blair-TV John Blair & Co.

Meredith Stations Are Affiliated With BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines

See explanation of "Metropolitan County Areas," pages 137, 140

			SHO E	OPULATIO STIMATES	N 5, 1/1/58		SM E	FECTIVE TIMATES	BUYING —1957	INCOM
	AREA AND DEFINITION	Total (thous-ands)	% of U.S.A.	House- haid (thous.)	Spend- ing Units (thous.)	Urbanized Popula- tion (thous.)	Net Dollars (add 000)	% of U.S.A.	Per Capita	Per House- hold
36.	Shreveport (Bossier and Caddo Parishes, La.)	258.8	.1504	74.7	86.6	214.5	411,782	.1380	1,591	5,512
	Sioux City (Woodbury Co., Iowa)	114.0	.0663	35.9	39.7	95.7	194,191	.0651	1,703	5,409
138.		86.0	.0500	26.6	29.6	68.2	139,742	.0468	1,625	5,253
139.	South Bend (St. Joseph Co., Ind.)	240.0	.1395	71.4	87.3	192.7	529,860	.1776	2,208	7,421
270.	Spartanburg (Spartanburg Co., S. C.)	161.4	.0938	42.2	47.3	60.3	200,527	.0672	1,242	4,752
140.	Spokane (Spokane Co., Wash.)	278.9	.1622	91.1	101.8	224.1	525,799	.1763	1,885	5,772
141.	Springfield (Sangamon Co., III.)	140.2	.0815	45.5	48.9	107.0	270,343	.0907	1,928	5,942
142.	Springfield-Holyoke (Hampden and Hampshire Cos., Mass.)	490.1	.2849	141.4	170.4	412.4	924,870	.3101	1,887	6,541
143.	Springfield (Greene Co., Mo.)	120.4	.0700	39.9	43.4	106.2	193,364	.0648	1,606	4,846
144.	Springfield (Clark Co., Ohio)	128.7	.0748	39.1	44.5	94.2	237,328	.0796	1,844	6,070
	Stamford, Conn. (See Bridgeport-Stamford-Norwalk)									
146	Steubenville, Ohio (See Wheeling-Steubenville)		4070			447.0	400 000	1404	* 080	0 141
145.	Stockton (San Joaquin Co., Cal.)	236.0	.1372	71.1	82.6	167.0	436,608	.1464	1,850	6,141
146.	Superior, Wisc. (See Duluth-Superior)	401.0	0224	119.3	133.6	289.9	777,147	.2605	1.938	6,514
147.	Syracuse (Onondaga Co., N. Y.)	401.0 318.3	.2331	94.4	127.4	207.2	564,006	.1891	1,783	5,975
271.	Tacoma (Pierce Co., Wash.)	63.8	.0371	15.6	23.6	45.8	94,336	.0316	1,479	6,047
	Timediacoon (month of the first firs	00.0	.0071	10.0	20.0	10.0	04,000		.,	.,
148.	Tampa-St. Petersburg (Hillsborough and Pinellas Cos., Fla.)	620.0	.3605	197.5	222.0	589.6	988,445	.3314	1,594	5,005
272.	Temple (Bell Co., Tex.)	95.5	.0555	24.1	39.2	64.3	147,192	.0494	1,541	6,108
149.	Terre Haute (Vigo Co., Ind.)	106.0	.0616	34.6	40.1	95.2	191,202	.0641	1,804	5,526
273.	Texarkana (Miller Co., Ark.; Bowie Co., Tex.)	106.2	.0618	31.1	32.0	53.7	118,078	.0398	1,112	3,797
150.	Toledo (Lucas Co., Ohio)	488.4	.2724	142.8	166.2	399.1	1,059,129	. 3551	2,261	7,417
151.	Topeka (Shawnee Co., Kans.)	128.5	.0747	41.9	45.1	115.6	214,685	.0720	1,671	5,124
152.	Trenton (Mercer Co., N. J.)	265.4	.1543	71.7	90.4	228.2	553,581	.1858	2,086	7,721
153.	Troy, N. Y. (See Albany-Schenectady-Troy) Tucson (Pima Co., Ariz.)	239.5	.1393	68.7	84.0	186.6	400,478	.1342	1,672	5.829
	Tulsa (Tulsa Co., Okia.)	337.6	.1963	107.2	114.7	265.0	824.694	.2095	1,850	5,827
	Tuscumbia, Ala. (See Florence-Sheffleid-Tuscumbia-Muscle Sheals)	937.0	.1000	101.12		200.0			.,	
	Two Rivers, Wisc. (See Manitowoc-Two Rivers)									
274.	Tylor (Smith Co., Tex.)	83.0	.0482	24.0	26.4	88.2	113,427	.0381	1,367	4,726
	Urbana, III. (See Champaign-Urbana)									
155.	Utica-Rome (Herkimer and Oneida Cos., N. Y.)	301.6	.1754	89.0	91.2	212.8	514,325	.1724	1,705	5,779
156.	Waco (McLennan Co., Tex.)	143.5	.0834	42.0	48.0	107.7	205,021	.0688	1,429	4,881
	Warwick, Va. (See Hampton-Newport News-Warwick)									
157.	Washington (District of Columbia; Montgomery and Prince Georges Cos., Md.;									
	Arlington and Fairfax Cos.; Alexandria and Falls Church Independent Cities, Va.)	1,914.6	1.1132	540.2	705.1	1,56b.1	4,411,848	1.4793	2,304	8,167
	St. Paul, Minn. (See Minneapolis-St. Paul)									
158.		116.5	.0677	35.4	41.6	100.0	206,406	.0692	1,772	5,831
275.	Watertown (Jefferson Go., N. Y.)	87.9	.0511	26.9	28.2	40.2	145,713	.0489	1,658	5,417
276	West Monroe, La. (See Monroe-West Monroe) Wausau (Marathon Co., Wisc.)	85.0	.0494	23.3	25.2	35.3	115,991	.0389	1,365	4,978
	West Palm Beach (Palm Beach Co., Fla.)	180.4	.1049	57.0	67.3	112.8	295,730	.0992	1,639	5,188
160.		100.4			0	112.0	200,100	10002	.,	2,100
	Marshall and Ohio Cos., W. Va.)	357.2	.2079	102.7	117.1	234.6	594,846	.1994	1,885	5,792
161.	Wichita (Sedgwick Co., Kana,)	321.6	.1870	105.7	110.5	290.8	549,758	.1844	1,709	5,201
162.	Wichita Falls (Wichita Co., Tex.)	132.2	.0769	35.2	52.7	123.7	232,317	.0779	1,757	6,600
								4000		
163.		372.2	.2164	104.4	113.9	318.6	556,547	.1866	1,495	5,331
277.			.0603	31.4	35.4	88.9	167,848	.0562	1,619	5,345
164. 278.	Wilmington (New Hannes Co., Del.; Salem Co., N. J.)		.1942	98.1	110.0	252.1 54.6	757,101 105,797	.2539	2,266 1,401	7,878 5,014
	Wilmington (New Hanover Co., N. C.)		.1043	48.9	58.9		290,481	.0355	1,619	5,940
166.			.3413	170.6	195.2		1,039,790	.3486	1,771	6,095
	Yakima (Yakima Co., Wash.)	151.0	.0878	46.6	46.9		210,936	.0707	1,397	4,527
	York (York Co., Pa.)	220.1	.1279	65.9	74.3		380,096	.1274	1,727	5,768
168.		597.5	.3474	189.4	194.3		1,120,340	.3756	1,875	6,614
280.	Zanesville (Muskingum Co., Ohio)	79.4	.0462	24.1	27.0	44.7	124,014	.0416	1,562	5,146
Tota	Standard Metropolitan Areas	103,940.8	60.4333	31,317.0	35,821.6	88,208.9	207,690,946	09.6346	1,998	6,632
Tota	Potential Metropolitan Areas	11,702.9	6.8036	3,390.4	3,868.5	7,027.2	18,599,677	6.2363	1,589	5,48
Tota	All Metropolitan Areas	115,643.7	67.2369	34,707.4	39,690.1	95,236.1	226,290,623	75.8700	1,957	6,52
11 0	Total	171,994.4	100 0000	50 272 2	56 000 5	114 091 0	298,254,624	100,0000	1,734	5,92
	Total	11/1.894.4	FOU. WILL	00,3/2./	190,900.0	117,001.0	1000,004,064	1100.0000	21104	1 9105

Careful reading of the explanatory introduction, starting on page 13, will help you make the most profitable use of the Survey of Buying Power data.

IF YOU'RE SELLING FOOD OR BABY PRODUCTS-

Modern Romances readers are buying them. If it's for the kiddies or the family, it's definitely for Modern Romances readers because they're the young homemakers who *need* more than other age or income groups.

- Modern Romances has a higher percentage of married women between 18 and 24 (the big baby-bearing years) than any magazine.
- The woman who buys baby products buys more of all products.

In both its editorial and advertising pages, Modern Romances reflects the active interest of its readers in food and baby products.

- Modern Romances leads all magazines for 1957 in amount of editorial linage devoted to babies.
- Modern Romances 1957 baby advertising linage up 50% over 1956.
- Modern Romances 1957 food editorial linage up 74% over 1956.
- Modern Romances 1957 food advertising linage up 87% over 1956.

These facts speak for themselves: Modern Romances gives the young

mother what she wants in the
way of food and baby news,
and it gives the advertiser what
he wants in the way of readership—
a highly selective market at
a much lower cost per
thousand than the mass market
media can offer.



the Romance-Service Magazine that sells America's Youngest Married Woman Audience

DELL PUBLISHING CO., INC. 750 THIRD AVENUE, NEW YORK 17, N.Y.

See explanation of "Metropolitan County Areas," pages, 137, 140

						RE	TAIL S	ALES-	SMD E	STIMA	TES, 1	957				
	AREAS	Total Retail Sales (\$000)	of U.S.A.	Per H'sld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Produc- tion	Feed (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$00.0)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
	. Abilene, Tex	103,059	.0514	4,189	.0491	100	105	21,689	5,055	12,395	7,501	6,497	25,622	8,743	6,923	3,34
	Akron, Ohio	687,871	. 3336	4,485	.3200	111	116	186,441	51,914	109,958	27,167	32,783	137,052	46,943	46,983	20,94
	. Albany, Ga	69,877	.0349	4,340	.0312	92	103	17,215	2,901	5,516	3,941	4,685	13,608	6,981	6,551	2,31
2.	. Albany-Schenectady-				0.000		***			*** ***						
	Troy, N. Y	725,887	.3626	4,058	.3673	111	109	184,124	56,384	113,881	62,052	37,313	122,016	41,464	31,392	18,19
	. Albuquerque, N. M	271,040	. 1353	4,309	.1285	99	104	57,368	18,899	35,828	15,755	17,292	60,761	23,638	15,353	9,30
	. Alexandria, La	97,530	.0488	3,262	.0501	78	76	21,458	5,142	16,228	6,143	5,358	19,033	9,145	5,706	2,66
4	. Allentown-Bethlehem-				0770	100	100									
	Easton, Pa	563,469	.2816	4,248	.2793	105	106	133,844	37,041	89,167	36,973	34,259	99,169	38,012	33,807	14,61
0	. Altoona, Pa	140,302	.0701	3,516	.0713	90	89	39,178	7,462	19,176	7,797	8,889	28,505	10,748	6,960	3,39
0	. Amarillo, Tex	209,456	.1047	4,675	.0961	115	125	35,423	11,251	24,095	16,539	10,086	54,548	18,488	14,345	7,27
	Anaconda, Mont. (See															
120	Butte-Anaconda)	400 000			0710	440		20 222		40.000						
	. Anderson, Ind	138,989			.0713	102	99	33,238	8,540	12,972	8,956	7,918	30,493	10,951	10,857	5,26
	. Ann Arbor, Mich	191,356	.0956	1	.0983	104	101	48,481	13,859	15,889	13,465	8,696	43,742	16,501	13,208	8,11
	. Anniston, Ala	76,951	.0384		.0415	77	72	20,204	4,551	8,900	4,951	5,308	18,715	6,386	3,240	1,63
	. Appleton, Wisc	116,234	.0580		.0528	99	108	25,373	7,371	16,513	5,099	8,155	21,833	7,190	10,993	2,86
7	. Asheville, N. C	140,797	.0704	3,879	.0692	88	89	31,497	6,464	23,847	6,726	6,936	21,456	12,102	8,790	5,90
	Ashland, Ky. (See															
	Huntington-Ashland)															
	Atlanta, Ga	1,233,398			.5516	110	122	262,234	63,771	277,389	86,078	53,028	230,810		67,866	42,55
3	. Atlantic City, N. J	242,457	.1211	5,364	.0965	115	144	57,604	43,740	19,754	19,277	11,415	30,048	13,542	10,050	8,29
	Auburn, Me. (See															
470	Lewiston-Auburn)					-										
	. Auburn, N. Y	81,938			.0412	96	95	20,136	5,345		5,574	5,078	15,213		7,406	1,71
	Augusta, Ga	222,488			.1249	81	72	60,379	13,487	27,638	12,416	11,919	48,162		8,979	6,80
	. Austin, Tex	213,479			.1057	93	94	44,824		25,518		12,924	42,570	15,449	16,581	7,00
	. Bakersfield, Cal	368,087		4,478	.1737	108	114	90,406	28,341	43,832	15,161	19,971	84,261	39,886	31,853	10,73
	Baltimore, Md	1,943,120		4,369	.9569	104	106	479,519		353,047	104,174	98,658	296,312	116,871	81,630	81,41
	Bangor, Me	141,594			.0635	95	106	35,925		19,744	8,024	5,491	32,047	10,356	5,136	3,04
	Baton Rouge, La	281,267			.1377	103	105	55,674			20,814	18,079	62,502	23,603	21,503	10,89
179		156,311			.0828	100	94	41,045			8,671	8,646	29,898	15,918	10,193	5,95
	Beacon, N. Y. (See Poughkeepsie-New- burgh-Beacon)	117,638	.0588	4,029	.0568	96	99	28,442	8,250	13,499	6,430	10,275	22,959	9,514	9,419	4,37
15	. Beaumont-Port Arthur,															
	Тех	304,155	.1520	4,421	.1412	103	111	77,256	16,429	37,686	20,485	16,573	61,883	23,730	20,160	10.09
180	 Bellingham, Wash Bethlehem, Pa. (See Allentown-Bethlehem- 	66,181	.0331	2,690	.0371	87	77	14,899	4,747	7,181	3,541	2,825	10,236	4,175	6,345	1,96
	Easten)	1	1													
181	I. Beloit-Janesville, Wisc.,	137,762	.0688	4,200	.0668	106	110	28,723	11,120	15,290	7,727	8,345	26 200	0 004	12 701	2 55
	2. Benton Harbor-St.	107,700	.0000	7,200	.0000	100	110	20,720	11,120	10,200	1,121	0,340	26,806	8,891	13,761	3,55
104	Joseph, Mich	177,096	.0888	3,892	.0841	98	103	45,591	12,797	16,147	8,297	8,856	22 000	15 200	10 704	7.30
181	3. Billings, Mont	105,622				108	124	20,537				7,453	33,906 28,159		18,784	7,30
	I. Biloxi-Gulfport, Miss	104,149				84	78	24,909		1	1	6,083	21,773		9,851 5,183	3,26
	B. Binghamton, N. Y	243.907				105	101	60.038				12,384	47,239		12,857	7,22
	7. Birmingham, Ala	834,563				93	87	158,437		1		31,298	147,258			17,87
	Bloomington, III	103.748				105	99	21.90				5,477	18,245			3,24
	B. Boise, Idaho	182,040				99	111	36.692				9,376	44,489		14,591	5,42
	Boston, Mass	3,944,481				111	113	1,044,838				180,348	€26,815		173,421	127,28
	Bridgeport-Stamford-	1				1						,		.00,000	110,461	127,20
	Norwalk, Conn	924,588	.4618	5,229	.4802	137	132	245,400	61,606	85,222	65,458	56,522	169,690	53,713	70,590	29,97
187	7. Bremerton, Wash	79,73		1	1	94	85	22,804				3,995	13,978	1	5,210	3,72
	B. Bristol-Johnson City-	10,10		1	1	-		1	0,000	0,00	2,012	3,000	-5,070	0,000	3,210	0,72
-	Kingsport, TennVa.	213.711	.1067	3,574	.1081	79	78	50,323	7,965	27,619	12,193	15,312	44,798	18,253	19,454	5,47
20	D. Brockton, Mass	280,386		0.000	4007	99	98	71,78	40 400		44 444			,		
	9. Browsnville-Harlingen-	200,000	.1201	3,730	1	90	90	1	19,168	20,132	14,500	9,914	43,995	17,198	16,298	8,70
*01	McAllen, Tex	239.06	.1194	2,692	.1429	66	55	60,584	13,460	29,478	14,535	10,867	46 000	10 000	04 70	
21	1. Buffalo, N. Y	1,577,24				106	104	408,530				81,039	46,230 283,713		21,794	6,98
	D. Burlington, Vt	81,690				96	103	19,42	1	1		5,964	15,248		99,143	47,30
	Butte-Anaconda, Ment.	89,686				99	98	23,92								1,77
	2. Canton, Ohio	429,771				106	114	113,48				4,738	18,345			2,06
	3. Cedar Rapids, Iowa					107	119	32,69					87,152			11,64
	2. Champaign-Urbana, III.	170,644				112	97	28,00				13,928	32,388			6.08
	4. Charleston, S. C					82	83	47,48		1			28,183			4,78
		190,73									1	13,906	34,462			6,80
21	5. Charleston, W. Va	351,587				93	100	94,24					75,292			10,0
	8. Charlotte, N. C	335,100				105	109	58,00					62,674			13,4
	7. Chattanooga, Tenn	307,583				88	91	76,52				18,144	55,174			8,8
	3. Cheyenne, Wye					184	102	15,70				4,428		1		2,3
	8. Chicago, III	8,874,13				122	119	1,971,27		1,621,45	1		1,426,174			285,8
	3. Cincinnati, Ohio					109	110	335,04				70,713				44,7
	1. Clarksburg, W. Va	89,63				94	97	22,65				4,388	17,168			3,9
	D. Cleveland, Ohio					123	124	626,32								92,6
195	5. Clinton, Iowa	80,63				103	124	15,48				3,377	18,647	4,833	9,677	1,8
	5. Colorado Springs, Colo.	173,74	.088	4,365	.0751	106	123	34,99	13,000	13,90	11,174	10,807	31,463			7.0



Here are the f	act	ts	:											-		of			Circulation in Rock County	Per Cent Coverage
Beloit News-Janesville Gaze	tte									٠				2	7,6	48			27,897	100.9
Rockford Papers								0		0			0						3,843	13.8
Chicago Tribune																			2,556	9.2
Madison Papers																			2,433	8.8
Milwaukee Journal																			1,565	5.7
Milwaukee Sentinel																			583	2.1
Other Chicago Papers																			1,412	5.1
Total Outside Papers					0		 												12,392	44.8
Total Milwaukee Papers																			2,148	7.7
Total Madison and Milwaukee	Pape	ers	0	0		0 1	 					0							4,581	16.5



FACTS ABOUT THIS COUNTY MARKET

Rock County Population—(Beloit-Ja	nes	live	e)					108,000
Retail Sales			٠	۰	٠	٠	4	\$137,762,000
Per Family Retail Sales			٠				0	\$4,200
Number of Families					٠			32,800
B-J Combination County Circulation (100.9% coverage)								

RETAIL TRADING ZONE

Effective Buying Income						\$338,617,186
Population						195,247
Number of Families						
News-Gazette Circulation (75.9% coverage)						

4th Largest Newspaper Circulation in the State SOURCE: 1958 SURVEY OF BUYING POWER

BELOIT NEWS

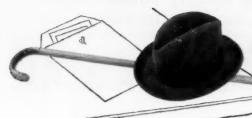
P. T. Brewer, Gen. Adv. Mgr. Beloit, Wis. • EMerson S-8811

JANESVILLE GAZETTE

Geo, W. Gressman, Adv. Dir. Janesville, Wis. • PLeasant 4-3311

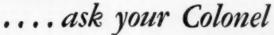
See explanation of "Metropolitan County Areas," pages 137, 140

						RE	TAIL S	ALES-	SM)	STIMA	TES, 1	957				
	AREAS	Total Retail Sales (\$000)	of U.S.A.	Per H'sld. Retail Sales	Buying Power Index	Quality	of Sales Produc- tion	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (\$000)
	Columbia, S. C	191,025	.0954	4,236	.0926	90	92	38,223	10,086	23,638	14,457	16,071	44,327	15,949	9,103	5,46
	. Columbus, Ga	177,322	.0886	3,272	.1242	88	62	42,950	10,834	25,018	13,484	11,325	34,850	15,561	5,089	5,54
33.	Columbus, Ohio	866,897	.4331	4,522	.4380	117	115	197,338	69,928	145,690	55,805	39,835	180,821	63,504	52,555	30,59
34.	. Corpus Christi, Tex	282,315	.1410		.1378	93	95	65,072	18,832	35,871	13,119	12,351	60,813	23,431	26,176	8,590
97.	. Cumberland, Md	102,616	.0512		.0491	89	93	29,601	5,951	12,028	7,045	5,101	16,541	8,617	8.367	3,00
135.		1,326,213	.6626			117			77.045	245,936	79,198	51,419	328,322	85,856	73,549	41,60
	. Danville, III				.5778		134	262,676			7.0					4,13
00	Danvine, III	116,052	.0580		.0559	104	108	27,343	8,054	14,362	6,164	6,568	23,007	8,959	10,398	
	. Danville, Va	89,341	.0446	3,225	.0487	75	69	20,407	5,042	13,254	4,662	3,343	17,667	9,947	6,946	2,34
36.	. Davenport-Rock Island-															
	Moline, Iowa-III	337,639	.1687	4,118	.1667	107	109	76,238	31,497	45,631	17,328	16,134	65,434	25,780	22,800	11,27
	. Dayton, Ohio	700,530	.3500	4.026	.3827	112	102	166,117	54,916	107,778	40,781	37,293	143,582	48,466	36,455	23,70
200	. Daytona Beach, Fla	153,215	.0765	4.587	.0619	104	129	32,452	17.559	13,579	9,945	9,620	28,878	15,148	10,412	7,43
38	. Decatur, III.	163,153	.0815	4,532		113	124	35.789	13,348	23,905	8,708	8,482	36,544	12,639	9.286	3,50
39	. Denver, Colo					112	123	252,213	76.594	177,667	50,304	61,980	239,809	79,469	61,560	55,06
40	. Des Moines, Iowa	356,209			.1640	110	119	72,050	22,735	51,409		18,263	84,153		21,746	12,62
	. Detroit, Mich	4,997,192										257,312			258 926	208,44
						114	112	1,186,478								
	Dubuque, Iowa	100,763	.0504	4,868	.0446	99	112	21,212	7,912	15,753	4,123	4,907	16,376	7,494	9,279	3,56
43	. Duluth-Superior,					1	1									
	MinnWisc	327.547	.1636	3,918	.1564	99	103	84,342	25.362	46,868	21,137	16,919	62,025	23,202	16,740	9,40
44	Easton, Pa. (See Allen- town-Bethlehem-	125,803	. 0629	4,265	.0633	98	95	26,552	6,314	17,376	8,127	8,993	25,865	10,429	8,729	4,40
	Easton)															
	. Eau Claire, Wisc	121,028	.0604	4.034	.0569	92	97	22,805	9,619	17,814	9,282	5,155	22,948	10,166	9,903	2,82
45	. El Paso, Tex	309,911	.1548	4.328	.1580	92	90	71,215	19,383	51,527	21,261	19,990	61,888	20,713	17,921	9,63
202	Elkhart, Ind.	129,711	.0648			110	113	28,661	6,937	11,660	6,156	6,718	30,263	9,763	12,920	3,00
203	. Elmira, N. Y	120,250				103	103	30,406				7,132	24,155		10.147	3,04
	Elyria, Ohio (See Lorain-Elyria)	120,200	.0000	0,010		100	100	30,400	0,000	12,210	0,000		,	0,00		
	Enid, Okla	78,266	.0391	4,985	.0314	107	133	21,170	3,348	9,498	4,199	3,366	12,484	9,407	8,273	2,77
46	. Erie, Pa	282,196	.1410	4.049	.1438	103	101	68.959	17,365	39,271	16.631	15,595	61,661	18,493	19,522	7,11
205	Eugene, Ore	182,386				96	97	48,973				10,330	35,901		12,789	4,33
	. Evansville, Ind.		1			1	1									8,96
		244,839				98	95	58,617			1	16,032	40,746			
	Everett, Wash	145,086	.0725	3,113	.0755	93	89	39,583	8,573	13,737	5,355	7,325	27,989	13,824	13,029	3,23
48	. Fall River-New Bed-															
	ford, Mass	410.353	.2050	3,400	.2165	94	89	111,817	30,079	35,487	35,083	23,657	70.543	26,379	20,462	13,29
207	. Fargo, N. D	108,684		1		109	136	16,458				4,571	25,506	6,722	18,080	2,78
208	. Fayetteville, N. C	114,093				82	71	23,962				6,999	27,307			2,53
	Flint, Mich					i.										
		470,451	.2350	4,486	.2314	112	114	105,377	28,294	45,380	28,855	33,022	118,136	38,735	37,083	18,34
209). Florence-Sheffleld-Tus- cumbia-Muscle															
	Shoals, Ala	89,043	.0445	3,238	.0471	77	73	22,492	3,293	10,825	5,119	4,546	23,006	5,747	6,551	2,60
210). Fort Lauderdale, Fla	377,292				111	137	85,064				26,794	78,012		22,883	15,08
). Fort Smith, Ark															2,81
		95,864				95	119	19,720				4,331	24,285		7,639	
	Fort Wayne, Ind	281,916				111	109	48,134				15,496	61,574		15,784	8,70
	. Fort Worth, Tex	671,282	.3354	3,896	.3333	101	102	151,441	36,384	126,331	28,355	24,473	157,800	45,857	38,029	25,72
53	I. Fresno, Cal	453,919	.2267	4,428	.2042	105	116	119,980	31,981	40,992	26,573	34,475	87,206	37,688	38,625	15,69
54	. Gadsden, Ala	92,918	.0464	3,298	.0493	81	77	26,386	3,095	11,028	5,854	5,824	19,787	8,257	6,037	2,71
	, Galesburg, III	79,229	1	1		109	118	18,848				5,057	16,810	1	6,319	2,56
	i. Galveston, Tex	139.651				98	96	36,113	1			7,758	19,055	1	9,887	5,76
										1						
	Gastonia, N. C	110,830	.0553	3,410	.0807	81	74	30.192	3,387	16,780	5,937	6,509	23,738	9,278	5,412	3,32
	Minn	116,517	.0582	4,971	.0481	98	118	20,619	9,647	11,530	7,768	6,833	22,156	10,453	17,068	2,30
56	Grand Rapids, Mich	431,919				107	110	100,400				21,711	83,878		33,158	20,83
	. Great Falls, Mont	97,926	1			113	120	18,516				6,802	19,581		8,359	2,88
	Green Bay, Wisc			1								8,580	24,688		10,315	3,48
	3. Greensboro-High	149,621				101	116	37,583								9,23
-	Point, N. C	331,962				107	127	86,571					58,172		17,292	
58	Greenville, S. C	207,191	.1035	3,747	.1031	88	89	47,406	7,803	32,398	11,400	14,007	43,323	18,900	13,314	6,32
	Gulfport, Miss. (See															
	Biloxi-Gulfport)															
215	. Hagerstown, Md	115,408	.0576	4,598	.0512	100	113	25,175	8,870	13,509	6,950	5,230	24,605	8,693	9,563	3,12
	. Hamilton-Middletown,			1							1					
-	Ohie	205,931	.1028	2 900	.1082	104	99	47,450	16,083	21,277	10,657	12,681	41,671	14,756	22,681	5,28
		200,931	.1028	3,996	1 .1062	104	99	47,400	10,003	21,211	10,037	12,001	41,0/1	14,700	14,001	0,20
61	, Hampton-Newport			1	1		-		4			45.00	40	40.00		
	News-Warwick, Va Harlingen, Tex. (See Brownsville-Harlin-	197,132	.0984	4,007	.1045	98	90	52,543	11,552	19,912	11,819	15,001	42,419	15,369	7,957	8,06
	gen-McAllen)															
	. Harrisburg, Pa	390,123	.1903	4,081	.1990	104	104	83,488	29,888	52,862	26,746	20,993	89,026	30,218	22,500	12,38
63	Conn	954,127	.4787	5,116	.4724	127	128	216,166	70,837	130,558	61,436	56,963	176,667	64,814	47,837	36,75
	Hazieton, Pa. (See Wilkes-Barre- Hazieton)															



FOR ALL THE FACTS

EAST		CHANNEL	PRIMARY
WBZ-TV	Boston	4	NBC
WGR-TV	Buffalo	2	ABC
KYW-TV	Cleveland	3	NBC
WWJ-TV	Detroit	4	NBC
WJIM-TV	Lansing	6	ALL
WPIX	New York	11	IND
KDKA-TV	Pittsburgh	2	CBS
WROC-TV	Rochester	5	NBC
SOUTHEAST			
WCSC-TV	Charleston, S. C.	5	CBS
WIS-TV	Columbia, S. C	10	NBC
WSVA-TV	Harrisonburg, Va.	3	ALL
WFGA-TV	Jacksonville	12	NBC
WTVJ	Miami	4	CBS
WDBJ-TV	Roanoke	7	CBS
MIDWEST			
WHO-TV	Des Moines	13	NBC
WOC-TV	Davenport	6	NBC
WDSM-TV	Duluth-Superior	6	NBC-ABC
WDAY-TV	Fargo	6	NBC-ABC
KMBC-TV	Kansas City	9	ABC
WISC-TV	Madison, Wis.	3	CBS
WCCO-TV	Minneapolis-St. Pau	1 4	CBS
WMBD-TV	Peoria	31	CBS
SOUTHWES	T		
KFDM-TV	Beaumont	6	CBS
KRIS-TV	Corpus Christi	6	NBC
WBAP-TV	Fort Worth-Dallas	5	NBC
KENS-TV	San Antonio	5	CBS
WEST			
KBOI-TV	Boise	2	CBS
KBTV	Denver	9	ABC
KGMB-TV KMAU-KHBC-TV	Honolulu Howaii	9	CBS
KTLA	Los Angeles	5	IND
KRON-TV	San Francisco	4	NBC
KIRO-TV	Seattle-Tacoma	7	CBS
	-		





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335 Merchandise Mart Riverside 7-2398 DETROIT

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1750 N. Vine St. Hollywood 9-1688

SAN FRANCISCO

Russ Bldg. Yukon 2-9188

See explanation of "Metropolitan County Areas," pages 137, 140

						RET	TAIL S	ALES-		STIMA	TE8, 1	957				
	AREAS	Total Retail Sales (\$000)	of U.S.A.	Per H'sld. Retail Sales	Buying Power Index	Quality Index	of Sales Produc- tion	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
	High Point, N. C. (See Greensboro-High Point) Holyoke, Mass. (See Springfield-Holyoke) Hopewell, Va. (See Petersburg-Hope- well)															
	Houston, Tex	1,487,321	.7430		.7290	106	108	360,527	87,675	197,938	91,204	88,852	309,723	112,882	91,489	47,65
	W. VaKy	272,833	.1362		.1361	88	88	69,440	14,844	42,210	17,343	18,438	53,327	19,646	16,624	7,84
	Huntsville, Ala	85,166	.0426	3,785	.0387	76	84	21,477	3,743	12,233	3,487	5,187	17,300	5,830	7,108	2,43
	. Hutchinson, Kans	69,907	.0349		.0328	94	100	14,176	3,504	9,901	3,728	3,925	16,678	4,582	6,864	2,06
	Jackson, Mich.	934,631 152,054	.4669		.4473	120	125 103	180,080 35,813	72,383	178,746	38,524	50,585	202,890	65,978	47,456	44,19
	. Jackson, Miss.	183,140	.0915		.0862	88	94	39,603	11,287 9,064	14,774 26,368	9,763	7,846	32,517	13,119	11,671 9,650	6,09
	. Jacksonville, Fla	576,989	. 2882		.2471	102	119	144,168	34,705	54,919	36,761	9,088	48,285 148,880	14,948 36,349	26,208	20,23
	Jamestown, N. Y Janesville, Wisc. (See Beloit-Janesville) Johnson City, Tenn. (See Bristol-Johnson	169,853			.0851	100	90	43,765	13,856	17,710	10,933	7,233	33,483	13,216	12,208	4,20
70	City-Kingsport) . Johnstown, Pa	263.313	1918	2 220	.1420	83	77	07 005	14 000	40 000	44 020	15 400	80.010	00.040	40 400	
	. Joplin, Mo	136.081	.1315		.0604	93	104	67,285 28,315	14,907 7,231	48,079 14,861	11,270 5,508	11,435 4,930	52,018 34,565	20,916 14,284	15,477 9,217	3,54
	. Kalamazoo, Mich	196,102			.0971	105	106	42,909	11,894	19,037	10,846	13,270	43,297	15,304	18,403	8,4
	. Kankakee, III.	104,798			.0483	97	105	24,796	8,377	11,325	4,435	6,164	21,068	8,441	10,959	2,4
	Kansas City, Mo Kennewick, Wash. (See Pasco-Kennewick- Richland)	1,400,326		1	.6709	114	119	271,964	86,520		80,741	62,025	273,735	82,550	96,393	69,9
73	Kenosha, Wisc Kingsport, Tenn. (See (See Bristol-Johnson City-Kingsport)	97,711	.0488	3,744	.0517	103	97	26,891	9,243	7,639	5,804	5,903	16,408	7,533	8,385	3,0
74	. Knoxville, Tenn	395,703	.1975	3,989	.1884	88	93	98,754	21,374	63,793	17,347	18,588	80,660	35,666	22,133	12.5
221	. Kokomo, Ind	73,260	.0366	3,757	.0374	102	100	17,135	4,459	9,302	3,955	4,088	15,423	4,222	6,995	2,1
	. La Crosse, Wisc	95,367	.0476	4,415	.0438	101	109	20,713	9,134	13,824	6,035	5,083	15,352	6,196	6,765	1,7
223	Lafayette, Ind	95,094	.0475	3,897	.0525	104	94	19,736	8,206	13,734	6,873	4,802	16,783	7,200	6,810	4.5
	Lafayette, La	85,506		4,622	.0356	87	105	14,507	5,842	11,831	5,140	7,211	19,025	6,623	7,254	2,3
	. Lake Charles, La	148,958			.0716	95	99	29,688	-		8,572	6,901	31,334	15,620		4.6
226	Lakeland, Fla	192,702			.0879	89	98	49,807			11,879	11,602	44,183	17,031	13,870	5,1
	Lancaster, Pa	299,006			.1543	108	105	62,685			15,019	16,035	64,061	20,733		6,2
	Lansing, Mich	277,788			.1419	113	111	59,625			15,864	10,381	65,464	22,350		9,
222	Las Vegas, Nev	52,814			.0259	121	67 142	13,009			8,090	2,034	8,194	4,047		1.
	3. Lawton, Okla.	178,705 74,999			.0380	88	87	41,298 15,248			12,808 4,222	9,160	34,402			6,
	Lebanon, Pa.	104.922			.0492	98	105	24,248	-2		5,170	4,049 6,151	18,863 30,500			1.
	Lewiston-Auburn, Me.	102.476			.0492	100	104	27,968				4,438	19,725		1	2,
	3. Lexington, Ky	150.934			.0697	99	107	29,778			13,571	7,795	24,956			5,
	Lima, Ohio	138,850			.0637	108	116	32,147			6,811	7,177	25,477			3.
81	J. Lincoln, Nebr.	175,248			.0857	102	105	30,024			11,201	9,108	28,828			6,
	Little Rock, Ark Long Beach, Cal. (See Los Angeles-Long Beach)	268,560	.1342	2 3,506	.1327	89	90	57,425	17,484	44,967	13,078	12,973	62,218	19,513	14,304	8,1
23	!. Longview, Tex	98,951	.0494	4,581	.0423	102	119	18,876	5,130	9,393	5,935	4,881	28,871	7,458	6,134	2,
8	2. Lorain-Elyria, Ohio	230,129	.1150	4,016	.1219	108	100	62,030	16,962	21,865	13,359		48,792	16,948	17,627	6,
8	3. Los Angeles-Long															
	Beach, Cal	9,121,422				122	128	2,235,957		1,135,811	548,452		1,809,918			
	4. Louisville, Ky	822,121			.4078	100	101	192,871				39,047	175,293			33.
	2. Lynchburg, Va	204,718 100,403			.1030	92	103	38,579				10,245 7,750				5, 3,
	McAllen, Tex. (See Brownsville-Harlin- gen-McAllen)						8									
80	8. Macon, Ga	173,469			.0858	89	90	40,840					38,152			
81	7. Madison, Wisc 3. Manchester, N. H	256,756 211,589			.1322	109	106 111	54,072 59,601								
233	3. Manitowoc-Two Rivers,	20 444	0000	2 000	0000	0.4	0.0	10 40			0.00		40 400			
22	Wisc	78,440			.0390	94	95	18,174					15,121			
	Mansfield, Ohio	138,371			.0679	108	110	40,781								
224	Marion, Ind	72,681 74,552				90	110	17,189								2,
	, Mason City, Iowa	74,552			.0341	101	119	13,152					14,323 14,066			2,
	. Memphis, Tenn	703,150			.3214	101	110	156,047								20,
	. Miami, Fla	1.470.987			.5820	125	158	333,856								54.
	, Michigan City, Ind	108,981	4	1	.0519	99	104	27,781	and the second	The second second						
	. Middletown, Conn	108,400				113	118	25,043								

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See explanation of "Metropolitan County Areas," pages 137, 140

						RET	TAIL S	ALES-	I (MV)	ESTIMA	TES, 1	957				
	AREAS	Total Retail Sales (\$000)	% ef U.S.A.	Per H'sid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Produc- tion	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
	Middletown, Ohio (See Hamilton-Middle- town)															
240.	Midland, Tex	91,077	.0455	5,520	.0409	129	144	21,181	5,005	4,832	7,315	4,881	25,560	7,084	6,586	3,442
	Milwaukee, Wisc Minneapolis-St. Paul,	1,539,094	,7889		.7577	113	114	381,280		233,711	88,535	76,001	279,123	133,318	81,075	44,601
03	Minn	1,783,103 296,382	.8808	4,391 3,874	.1427	111	114 92	386,427 77,601	129,391 16,794	345,041 38,087	113,868 20,449	92,584 16,921	306,801 61,706	115,487 20,480	110,957 14,642	13,36
241.	Modesto, Cal. Moline, III. (See Davenport, Rock Island-Moline)	210,325		4,562	.0098	103	121	47,388	11,986	18,397	11,820	10,388	36,325	17,867	23,800	6,82
242.	Monroe-West Monroe,															
	La	109,686	.0548		.0487	95	107	23,205	6,354	14,450	7,984	7,272	21,957	8,748	8,912	3,11
	Montgomery, Ala Muncie, Ind Muscle Shoals, Ala. (See Florence-Shef- field-Tuscumbia- Muscle Shoals)	178,703 120,288	,0893		.0636	101	94	35,693 28,655	9,904 8,737	24,248 12,527	13,775 6,840	10,094 8,195	42,327 24,940	13,484 8,655	8,419 9,981	5,01° 3,88
243	Muskegon, Mich	169,644	.0847	3,918	.0814	96	100	47,863	10,328	20,123	6,498	8,604	35,194	14,831	13,347	6,64
	Nashville, Tenn New Bedford, Mass. (See Fall River-New Bedfurd) New Britain, Conn. (See Hartford-New	475,429	.2375	1	.2152	100	110	106,082			44,186	21,347	100,004	39,136	25,715	12,97
244	Britain) New Castle, Pa	109,448	.0547	3,497	.0606	97	87	31,107	5,596	11,152	6,056	8,786	20,316	9,037	7,099	2,97
	New Haven-Waterbury, Conn				.4302	119	115	210,413			74,055	55,110		51,938		28,20
245	New London-Norwich,	835,890														
98	Conn	222,075 949,465		1	.1103	112 98	112 97	54,347 196,983			11,613 72,325	11,795 55,908	38,845 152,937	16,640 65,636		5,80
	New York-N. E. New															
A	Jersey, N. YN. J New York Portion			1		119	110			2,112,938 1,591,085			1,582,639	781,783 505,962	742,762 485,437	478,873 355,71
	New Jersey Pertien			1		116	106	1,282,130				297,684		275,821	257,325	123,16
	Newark, Ohie Newburgh, N. Y. (See Poughkeepsie-New- burgh-Beacon) Newport News, Va. (See Hampton-Newport	97,785		3,895	.0472	100	104	24,900	6,598	7,613	4,893	4,027	18,739	8,223	9,931	2,60
100	News-Warwick) Norfolk-Portamouth, Va. North Little Rock, Ark. (See Little Rock) North Little Rock) Norwalk, Conn. (See Bridgeport-Stamford- Norwalk)	593,308	.2965	3,678	.3314	97	87	142,915	44,132	75,676	51,153	38,972	114,772	38,281	21,574	19,57
	Norwich, Conn. (See New London-Nor- wich) Oakland, Cal. (See San Francisco-Oakland)						-	90 000		40.000		F 000	86 477	90.000	7 24-	
101	Odessa, Tex	114,669		4,880 3,840		113	123 95	26,330 30,216		10,969	7,583 9,356	7,223 8,245		10,033 9,823	7,535 12,478	3,014 4,18
	Oklahoma City, Okla	116,746 539,066			.2481	105	114	118,327	35,082		33,009	27,712		40,024		20,95
	Omaha, Nebr Ontario, Cal. (See San Bernardino-River- side-Ontario)	631,398			.2480	102	100	109,550			33,587	29,911	112,593	36,778	41,745	18,59
	Orlando, Fla	314,800			.1310	104	125	63,736			19,573	17,434		28,274		9,43
	Oshkosh, Wisc	117,888			.0585	98	98	27,828			5,092	7,000		7,888		2,89
	Owensbere, Ky	76,534	.0382		.0355	87 89	94	19,753			4,251 4,231	3,630		6,358 6,253	4,700 2,883	2,36
	Parkersburg, W. Va	74,111 88,685			.0411	93	100	22,002			5,562	8,854		6,255		2,67
	Pasco-Kennewick-	30,000		1												
	Richland, Wash	95,061	.0478	3,312	.0857	104	88	25,902	5,995	7,995	4,114	4,220	17,802	9,972	7,805	4,94

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Before using these figures read foreword, page 13.

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

Why You Must Combine Norfolk-Portsmouth and Hampton-Newport News-Warwick to Get Up-to-Date, Realistic Metropolitan County Area Figures

Foreword at beginning of this section states that for certain marketing purposes, such as radio and television coverage, Hampton-Newport News-Warwick would be considered in the Norfolk-Portsmouth area.

This is something of an understatement.

The two are listed separately because Sales Management follows the U. S. Government Census in this matter, and the Census has not yet reflected the vast and rapid changes in this area in recent years.

The combined metropolitan area population has increased 32% since $1950-2\frac{1}{4}$ times the national rate. There was an increase of 52,500 people in 1957 alone!

A new link, the Hampton Roads Tunnel which opened November 1, 1957, has greatly increased traffic between the two.

Now this actually is one continuous urban area, with Norfolk, Virginia's largest city, as its focal point.

When you add the two you get a single metropolitan county area with population 776,800—27th in the U.S.!

Virginians call this city *de facto* Tidewater, Va. TIDEWTAR is a better way to spell it . . . and the best way to sell it. For WTAR dominates the area in both Radio and Television. For more information, please write to WTAR Radio Corporation, 720 Boush St., Norfolk 10, Va. Or call your Petry man.

See explanation of "Metropolitan County Areas," pages 137, 140

						RE	TAIL S	ALES-	SM	ESTIMA	TES, 1	957				
	AREAS	Total Retail Sales (\$000)	of U.S.A.	Per H'sid. Retail Sales	Buying Power Index	Quality Index	index of Sales Produc- tion	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (\$000)
	Pawtucket, R. I. (See Providence-Paw- tucket)															
253.	Pensacola, Fla.	197,434	.0986	4,591	.0881	92	105	50.535	13,497	18,362	14.888	11.930	48,551	14.056	8,782	5.93
106.	Peoria, III.	370,963	.1853	4,259	.1821	111	113	83,112	29.312	55,108	18,863	21,934	76,268	28,663	25,104	10,88
254.	Petersburg-Hopeweil,						1		22,010	30,100	10,000	21,001	,			
	Va	112,078	.0560	4,680	.0525	88	94	29,938	5,727	11,455	6,788	8,227	20.838	10,803	6,205	3,329
106.	Philadelphia, Pa	4,948,606	2.4724	3,931	2.6999	107	98	1,187,966	421,978	802,906	362,337	267,910	857,396	261,342	222,086	147,424
107.			.3342	4,207	.3102	97	105	160,997	49,478	62,555	32,067	45,003	130,152	62,499	57,199	25,993
108.		2,804,251	1.4009	4,055	1.4441	103	100	783,406	195,289	432,814	174.632	163.144	506,382	173.782	137,400	89,283
109.	Pittsfield, Mass	182,999	.0915	4,378	.0852	105	113	48,297	11,786	21,122	13.323	9.642	33,942	11,380	9.667	5,334
	Port Arthur, Tex. (See Beaumont-Port Arthur)															
	Port Huron, Mich		.0897	3,975	.0886	96	102	34,291	7,586	10,282	5,711	5,113	23,888	10,591	11,850	3,84
	Portland, Me		.1164	4,579	.1046	104	116	56,419	11,934	34,478	13,078	10,291	40,348	15,925	8,909	9,200
	Portland, Ore	1,028,701	.5139	3,648	.4011	101	105	257,423	73,674	171,188	46,973	48,922	193,112	71,568	56,341	26,39
256,	Portsmouth, Va. (See Norfolk-Portsmouth)	93,213	. 0466	2,978	.0511	82	75	23,000	6,848	10,986	6,003	5,500	19,633	9,509	4,002	2,23
257.	Paughkeepsie-New-			1												
	burgh-Beacon, N. Y	412,802	.2062	4,364	.1997	103	106	107,771	33,875	40,857	23,749	19,311	83,043	24,732	25,858	10,44
112.	Providence-Paw-						1									
	tucket, R. I		.4080	3,880	.4080	100	100	193,673	58,828	105,919	66,328	37,285	152,346	51,533	41,433	31,33
	Provo, Utah		.0440	3,289	.0473	78	72	20,878	3,987	13,395	3,562	4,387	18,818	10,203	5,762	3,54
113.	Pueblo, Colo	125,264	.0626	3,989	.0586	91	97	33,143	8,841	13,044	7,442	8,153	27,961	8,249	8,097	3,67
259.			.0375	3,531	.0370	96	97	17,511	6,972	10,761	3,910	5,203	11,845	3,979	6,952	2,73
	Racine, Wisc		.0783	4,220	.0793	110	108	39,837	12,017	12,890	8,437	9,539	27,847	12,050	15,162	5,32
	. Raleigh, N. C		.0984	4,901	.0908	96	104	42,284	10,368	30,635	12,175	9,813	41,745		10,729	6,20
	. Rapid City, S. D		.0415	4,423	.0340	97	119	14,649	6,585	6,247	3,641	3,453	25,127	6,929	10,350	2,86
116.	Reading, Pa	308,780	.1543	3,850	.1649	105	98	78,815	21,651	37,923	20,090	18,567	62,100	18,392	17,769	6,72

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Before using these figures read foreword, page 13.



Not just during the Holiday Season...

but all through the year, give memo books to your customers—distribute them at meetings, conventions and your trade shows. Have your salesmen give them out on their calls or insert them with your mail.

With your ad gold-stamped on the front cover and additional advertising copy printed on the inside of the cover, these memo books put your name right in the hands of the people you want to remember you.

Available in various colors and grains of genuine and imitation leather. Tell us how many you can use and we'll send a sample and give you full cost information by return mail.

ADVERTISING CORPORATION OF AMERICA Manufacturers · · · · Easthampton, Mass.

Market: Healthy Delaware Valley, N.J. Media: 2 Local Dailies You Must Use

Rule of thumb: spend your advertising dollars where industrial and commercial growth, spendable income, and sales curves are high and consistently recession-resistant.

Spend them, then, in the Delaware Valley's eastern half!

Blue-chip industrial firms have been pouring millions into new plants and expanded facilities here. U.S. Steel, Curtiss-Wright, Bristol-Myers, RCA, Campbell Soup, Ford, and Sun Oil are just a few of them.

Population and housing are keeping pace. Employment is high. Spendable income per family is \$1107 above the U.S. standard. Retail sales per family run 17.3% higher. Small wonder that Lits, Acme, Strawbridge & Clothier, Penn Fruit, Food Fair, and other prominent retailers have built or are planning new outlets throughout the area.

It's a market worth aiming at carefully with your advertising. One thing is certain: you can't cover it with out-of-state media. "All buying and selling are local" here. That's why you need the Trenton Times and the Campen Courier-Post the key local dailies. They carry your message to over 85% of the area's free-spending residents.

Use both papers—for a total line rate of only 63¢.

CIRCULATION FACTS

(Latest Available ABC Data)

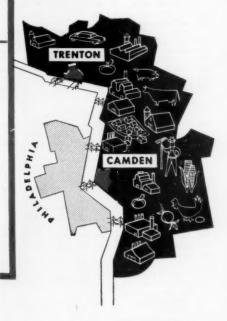
	CAMDEN COURIER-POST (E)		ADVERTISER
Total Circulation	78,469	64,883	64,854
City Zone	52,308	50,364	50,276
Trading Zone	24,340	13,344	12,850
City & Tr. Zone	76,648	63,708	63,126
Other	1,821	1,175	1,728
Cov. CZ Households	78.8%	97.0%	97.0%

MARKET FACTS

(From SM Survey of Buying Power)

	Mercer	Comden County
Population (000)	265.	4 348.4
C.S.I. per		
Family (\$)	7721	6501
Total Retail		
Sales (\$000)	407,316	429,130
Retail Food		
Sales (\$000)	91,136	112,654
FurnHouse		
Appl. (\$000)	25,451	24,089
Automotive		
Sales (\$000)	72,287	89,096

It pays to cross the Delaware!



Represented by:

GEORGE A. McDEVITT CO., INC.

New York . Chicago

Philadelphia

Pittsburgh • Detroit • Los Angeles

CAMDEN

COURIER-POST

Established 1875

TRENTON

TIMES

Established 1883

See explanation of "Metropolitan County Areas," pages 137, 140

						RE	TAIL S	ALES-	JW :	ESTIMA	TES, 1	957				
,	AREAS	Total Retail Sales (\$000)	of U.S.A.	Per H'sld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Produc- tion	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
	Reno, Nev Richland, Wash, (See Pasco-Kennewick- Richland)	143,903	.0719	5,733	.0595	135	163	23,862	18,400	15,294	9,449	8,102	29,148	11,948	6,716	11,30
	Richmond, Va	465,791 90,149	.2327	4,445 3,869	.2286	103	105	103,338 19,940	27,031 5,778	99,330 8,874	26,158 5,011	22,255 6,183	74,289 19,553	33,870 7,160	19,133 8,042	15,925 3,177
118	Roanoke, Va	179,669	.0896	4,393	.0864	100	103	38,832	10,038	24,485	14,796	11,068	34,944	14,028	7,523	6,326
119		718,781	.3591	4,036	.3743	112	107	172,434	52,225	105,862	49,835	41,134	148,578	40,003	38,523	22,228
	Rockster, Minn	84,442 268,371	.1341		.0329	112	144 126	11,943 86,382	6,680 24,043	11,282 32,101	6,717 16,045	5,952 19,460	16,511 52,158	5,891 18,712	7,435 25,151	3,996 8,383
	Sacramente, Cal	599,812	.2995	4,476	.2928	118	120	166,919	46,326	69,889	29,548	51,498	92,584	48,811	41,564	18,313
122	. Saginaw, Mich	207,883	.1039		.1047	98	98	42,069	13,294	23,671	14,901	10,447	53,875	15,489	17,098	7,586
	. St. Cloud, Minn	85,915	.0429		.0405	84	89	13,493	5,780	12,839	4,044	2,942	18,850	5,478	12,725	3,015
	St. Joseph, Me	116,020 2,371,018	.0680 1.1844		.0591 1.2303	108	97 104	26,425 583,231	8,678 193,833	14,322 356,533	7,994 123,862	8,532 127,675	23,124 451,056	7,201 174,016	6,260 128,422	5,583 82,573
	. Salem, Ore	153,173			.0706	89	96	32,151	8,776	16,119	6,894	8,642	30,916	16,634	14,050	5,968
	. Salt Lake City, Utah	488,442			.2151	105	118	103,621	28,953	79,367	23,302	26,741	99,452	41,303	27,388	18,614
	. San Angelo, Tex	91,795			.0431	100	106	20,475	5,183	10,865	4,267	5,188	22,245	6,899	6,303	2,703
	. San Antonio, Tex	624,495	.3120	3,824	.3104	86	87	144,744	43,387	94,656	46,957	25,966	125,510	47,239	32,323	18,316
128	. San Bernardino-River-	893,141	4400	9 000	:4179	101	108	217,719	89,877	83,232	40,019	49,382	156.787	112,040	66,322	27,332
120	side-Ontario, Cal	1,133,359	.4462		.5970	101	107	270,689	87,525	132,763	67,203	74,363	228,618	98,168	60,691	36,074
	. San Francisco-Oakland,	1,133,309	,0002	3,001	.0070	113	101	210,000	07,010	101,100	07,200	74,000	220,010	50,100	30,00	00,00
	Cal	3,605,938	1.8031		1.9294	123	115	942,842	354,422	448,569	240,482	235,500	613,701	206,727	147,873	116,398
	. San Jose, Cal	696,267	.3478		.3416	112	114	186,622		65,587	45,495	48,823	118,344	62,439	47,378	23,034
	. Sandusky, Ohio	85,492		1	.0388	107	117	21,606	8,122	7,908	4,542	8,888	17,877	6,488	5,276	3,08
	. Santa Barbara, Cal	173,104			.0787	119	130	42,246	13,627	9,651	13,084	12,781	28,655	16,147	17,588	6,315
268	. Santa Rosa, Cal	190,074			.0852	105	117 190	43,748	13,598	22,279	5,849	7,882	27,175 25,575	16,535 8,289	17,212 11,585	5,857 4,891
133	Savannah, Ga	118,954 193,509	.0967	3,779	,0393	126 92	95	27,137 45,825	11,561 12,944	5,141 24,069	8,714 16,196	8,518 12,115	37,629	17,069	7,724	8,236
	. Scranton, Pa	242,465			.1303	89	82	67,949	17,521	35,426	19,521	16,382	39,721	13,330	8,626	6,151
	Sheboygan, Wisc Sheffield, Ala. (See Florence-Sheffield- Tuscumbia-Muscle Shoals)	1,185,750 98,513			. 5822	98	118 96	266,075 22,997	94,416 8,577	228,982 16,977	90,178 3,085	54,297 4,237	186,414 15,376	87,860 7,597	57,044 10,104	38,384
136	. Shreveport, La	293,544	.1467	3,930	.1431	95	98	70,107	17,264	32,168	23,650	16,485	63,155	21,773	19,301	9,92
	. Sloux City, Iowa	148,463			.0680	103	112	28,076		25,346	7,327	5,965	33,135		13,985	4,90
138	. Sioux Falls S. D	119,992		1	.0514	103	120	20,686	7,414	16,858	8,251	5,436	28,258			4,03
	. South Bend, Ind	289,562			,1601	115	104	63,696			19,267	17,979	59,353			9,31
	. Spartanburg, S. C	119,739			.0703	75	64	29,956	4,294		8,225	7,396	25,346		1	4,30
	. Spokane, Wash	345,706			.1724	106	106	79,249			16,851	18,292	63,015			10,94
	. Springfield, Ill	204,058	.1020	4,485	.0922	113	125	40,988	19,249	28,834	12,354	12,957	35,419	16,786	17,253	7,59
- 46	Mass	607,352	.3034	4,295	.3030	106	106	142,182	41,054	85,683	41,563	31,921	107,235	32,766	43,976	20,90
143	. Springfield, Mo	142,865			.0678	97	102 -	29,377			8,519	9,003	29,689			6,02
	Springfield, Ohio Stamford, Conn. (See Bridgeport-Stam- ford-Norwalk) Steubenville, Ohio (See Wheeling-Steuben-	165,365			.0795	106	110	39,871	10,336	18,908	7,980	8,457	34,235	13,470	11,582	5,44
	ville)				4	4-0	400		04.00	00 000	47 000	40 000	80.000	94 959	00 404	0.00
	Stockton, Cal	297,841			.1453	106	108	67,989			17,357	16,209	59,665			9,20
TAR	Syracuse, N. Y	504,539	.2521	4,229	.2525	108	108	124,512	44,748	70,028	36,480	21,034	106,264	29,426	27,300	13,

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Before using these figures read foreword, page 13.

NBC Radio's new salesvertising plan solves an important problem for national advertisers with moderate budgets. That is, how to activate all units of the distribution pipe-line in a marketing program. Salesvertising magnifies the value and impact of an advertiser's network radio campaign, by getting greater action from his sales forces, wholesalers and retailers—to the

point of stimulating local dealer tie-

ins at local dealer expense!

PROOF For Waverly Fabric's first campaign, 2,376 stores bought 13,000 spots on NBC Radio affiliates. Waverly had never used network radio before... now slates 80% of its budget to NBC.

PROOF 5,000 local tie-in spots were placed by Evinrude dealers on NBC Radio's affiliated stations. "This year's NBC Radio schedule will be 40% higher," says Evinrude.

PROOF Prior to 1957, only 8% of North American Van Line agents used local radio. Due to NBC Radio's SALESVERTSING action, 81% of NAVL's key agents now tie-in locally. Retail tie-ins are just one phase of the activation generated by SALES-VERTISING. Everyone—right down the line—shares the excitement of a close-knit selling campaign planned to achieve benefits for all. SALESVERTISING plans are custom-designed for each advertiser. Your inquiry is invited for details and success stories in other industries. SALESVERTISING is an innovation in efficient marketing, developed by the NBC RADIO NETWORK.

SALESVERTISING

SETS MARKETING IN MOTION FOR YOU!



See explanation of "Metropolitan County Areas," pages 137, 140

Period Section Period Section Period							RE	TAIL S	ALES-		ESTIM	ATES,	957				
77. Tallahassee, Fig		AREAS	Retail Sales	of U.S.A.	H'sld. Retail	Power	Quality Index	of Sales Produc-	Food (\$000)	Eating & Drink. Places (\$000)	Mdse.		House-	motive	Stations	Bldg. Hdwre.	Drugs (\$000)
140 Tames-SL Petersburgs	147.	Tacoma, Wash			3,465	.1804	98	89	81,891	23,544		13,606	18,716	56,284	26,722	17,907	11,19
Fin.			81,643	.0408	5,234	.0355	945	110	15,731	4,784	5,802	8,100	3,691	15,469	9,326	10,853	1,79
272. Teming, Tem			907.532	.4534	4.595	.3739	104	126	196,529	73.812	127.564	51.740	43.962	185, 180	63.699	65, 922	33.46
140 Terre Haster, Incl. 129, 110 0,066 3,722 0,687 103 105 22,686 2,766 29,583 5,447 5,346 27,007 6,973 6,985 4,347 17,273 17,2	272.	Temple, Tex	88,070				88										3.49
272. Texarkana, ArkTex 88, 172				.0646			103	105		8,766	28,638						4,54
190. Tell-field, Ohles				.0431	2,771	.0451	73	70	18,595								3,00
191. Torjeck, Kant	150.	Toledo, Ohio	595,556	.2975	4,171	.3213	118	109	140,902	51,988	89,182						22,09
Troy, N. Y. (See Albamy-Schenectady-Troy) 157. Tuscan, Parks					3,955	.6758	101	111	35,923	8,237	20,201	10,064	14,126	34,206	13,675	12,005	5,88
194. Tulisa, Oklisa See Florence-Steffield	152.	Troy, N. Y. (See Albany-Schenectady-	407,316	. 2034	5,681	.1847	120	132	91,138	32,931	57,777	31,540	25,451	72,287	26,574	22,296	9.08
Tuscumble, Ma. (See Maintonoc-Two Rivers, Wist., (See Maintonoc-Two Rivers)			269,700	.1347	3,926	.1354	97	97	69,037	20,088	33,298	15,552	14,097	45,395	25,384	23,742	9,93
274. Tyfer, Tot Urbans, III. (See Changalgo-Hrbans). Urbans, III. (See Changalgo-H	154.	Tuscumbia, Ala. (See Florence-Shemald- Tuscumbia-Muscle Sheals) Two Rivers, Wisc. (See	434,115	.2169	4,080	.2001	107	110	85,416	25,284	58,962	31,089	24,390	106,688	31,431	34,402	15, 267
Urbana, III. (See Champs(a)—Urbana) Champs(a)—Ur		Rivers)															
Urbana, III. (See Champs(a)—Urbana) Champs(a)—Ur	274.	Tyler, Tex	95,845	.0479	3,994	.0430	89	99	22,168	3,174	8.372	7,569	5.754	21,404	8.824	7,789	5.267
185. Ulica-Rome, N																	
186, Wasc, Tex. 168,451 .0831 3,963 .0780 91 100 38,977 10,892 23,190 8,802 8,513 37,803 12,817 12,042 8,51 Marwick; Vas. (See Hampton-Newport News-Water-Wate	158		346, 188	1729	3 890	1721	99	99	90.445	27 108	32 039	22 818	10 778	61 728	25 524	22 949	9 17
Marvick, Va. (See Hampton-Neworth 157. Washington, D. C. 2, 503, 381 1,2505 4,634 1,3374 120 112 607,889 188,169 350,885 155,452 108,303 470,325 175,366 167,955 116,167. Washington, D. C. 2, 503,381 1,2505 4,634 1,3374 120 112 607,889 188,169 350,885 155,452 108,303 470,325 175,366 167,955 116,167. Washington, D. C. 2, 503,381 1,2505 4,092 ,0512 100 108 24,441 8,192 12,787 7,248 3,729 22,825 7,332 7,830 3,2275. Wasterlone, La. (See Monroe-West Mo																	
Waterbury, Conn. (See New Haven-Water-bury) Materion, Iowa		Warwick, Va. (See Hampton-Newport		1000	0,500	.0.00		100	30,817	10,001	25,130	0,002	0,510	31,463	12.011	12,012	0,01
188. Waterloo, Iowa	157.	Waterbury, Conn. (See New Haven-Water-	2,503,361	1.2505	4,634	1.3374	120	112	807,889	188,159	350,895	155,452	108,303	470,325	175,366	107,955	116,10
275. Waterdown, N. Y	158.		149,304	.0745	4.218	.0705	104	110	30.167	8.815	18,898	8.064	9.456	30,852	10.395	14,580	4,366
## West Monroe, La. (See Monroe) ## More Most Monroe) ## More Monroe) ## More Most Monroe) ## More Most Monroe) ## More Most Monroe) ## More Monroe) ## More Most Monroe) ## More Most Monroe) ## More Monroe Mon			0.0000000000000000000000000000000000000														3,252
Monroe-West Monroe West Monroe	276.			.0412													1,62
180. Wheeling-Steubenville, W. VaOhio		Monroe-West Monroe)															
161. Wichita, Kans			302,193	.1510	5,302	.1159	110	144	65,723	26,448	20,376	27,620	24,152	59,360	22,782	17,271	10,18
162. Wichita Falla, Tex																	10,45
163. Wilkes-Barre-Hazleton, Pa																	15,98
277. Williamspert, Pa			145,443	.0726	4,132	.0761	99	94	28,796	7,491	14,973	9,305	6,977	34,864	11,887	6,630	5,14
277. Williamsport, Pa. 108,023 .0460 3,440 .0563 93 90 27,119 6.272 14,484 7,632 5,688 21,781 9,745 5,385 2,4. 164. Williamsport, Pa. 108,023 .0460 2,2172 4,523 .2309 119 112 97,863 28,227 55,386 29,588 27,383 67,396 30,895 23,507 13,84 278. Williamsport, N. C. 39,063 .0445 4,222 .0399 91 101 19,574 8,184 8,885 5,882 8,285 14,686 8,249 4,776 3,55 185. Winston-Salem, N. C. 200,979 1004 4,110 .0996 95 96 43,040 9,560 30,718 16,223 12,486 38,672 14,786 10,800 6,387 279. Yakima, Wash. 188,004 .0841 3,607 .0782 89 96 38,832 10,141 29,184 8,283 7,883 32,099 12,692 18,620 5,14 187. York, Pa. 256,945 1224 3,899 .1279 100 100 52,850 13,883 38,741 15,160 18,044 52,005 17,591 18,205 4,688 280. Zaneaville, Ohio. 767,006 .3833 4,528 .3722 107 110 205,699 50,806 108,256 40,538 47,912 141,665 55,724 53,499 20,664 280. Zaneaville, Ohio. 87,341 .0436 3,624 .0431 93 94 21,063 6,772 8,102 4,113 6,222 17,308 7,339 6,193 3,21 Total Standard Metropolitan Areas. 13,129,677 64.5074 4,251 66.8500 111 110 32,375,009 10,735,062 18,999,810 9,259,145 7,493,789 24,309,578 8,812,881 7,127,088 4,389,41 Total Potential Metropolitan Areas. 148,782,987 73.3122 4,228 73.3762 109 109 35,548,741 11,667,252 20,506,195 10,038,970 8,243,547 27,078,553 9,927,089 8,204,821 4,819,06		Pa	335,490	.1676	3,214	.1869	86	77	94,622	22,331	47,138	25,516	21,134	59,444	20,030	14,900	7,34
278. Wilmington, N. C. 99,083 .0445 4,222 .0399 91 101 19,574 8,154 8,888 5,982 8,288 14,668 6,249 4,776 165. Wilmington, N. C. 200,979 .1004 4,110 .0996 95 96 43,040 9,590 30,718 16,223 12,488 38,672 14,786 10,800 6,33 14,000 95 196,405 46,317 60,973 43,421 35,880 121,505 47,037 39,824 20.8 279. Yakima, Wash. 168,094 .0461 3,607 .0782 89 96 38,832 10,141 29,184 5,253 7,883 32,099 12,692 18,820 17,591 188, Youngstown, Ohio .767,006 .3833 4,528 3722 107 110 20,608 108,256 40,538 47,912 141,665 57,24 53,499 20,68 188, Yangstown, Ohio .8767,006 .3833 4,528 3722 107 110 20,609 50,809 50,806 108,256 40,538 47,912 141,665 57,24 53,499 20,68 188, Yangstown, Ohio .8767,006 .3833 4,228 3,722 107 110 20,699 50,809 50,806 108,256 40,538 47,912 141,665 57,24 53,499 20,68 188, Yangstown, Ohio .8767,006 .3833 4,258 37,22 107 110 20,699 50,809 50,806 108,256 40,538 47,912 141,665 57,24 53,499 20,68 188, Yangstown, Ohio .8767,006 .3833 4,258 37,22 107 110 20,609 50,809	277.	Williamsport, Pa	108,023	.0540	3,440	.0563	93	90	27,119	8,272	14,464	7,632	5,688	21,781	9,748	5,365	2,47
165. Winsten-Salem, N. C. 200,979 . 1004 4,110 .0996 95 96 43,040 9,580 30,718 16,223 12,498 38,872 14,786 10,800 6,33 166. Worcester, Mass. 649,594 3246 3,808 3400 100 95 199,405 46,317 60,973 43,421 35,880 121,505 47,037 39,824 20,88 167. York, Pa. 266,946 1284 3,899 1279 100 100 52,880 13,883 38,741 15,160 18,041 32,305 17,591 18,205 5,14 168. Youngstown, Ohio 767,006 3833 4,528 3722 107 110 205,899 50,805 108,256 40,533 47,912 141,865 55,724 53,499 220,68 220. Zanesville, Ohio 87,341 .0436 3,624 .0431 93 94 21,063 6,772 8,102 4,113 6,222 17,306 7,339 6,193 3,21 Total Standard Metropolitan Areas. 133,129,677 86.5074 4,251 86.8560 111 110 32,375,009 10,735,082 18,999,810 9,259,145 7,493,789 24,309,578 8,812,881 7,127,068 4,389,41 Total Potential Metropolitan Areas. 146,782,987 73,3122 4,228 73,3762 109 109 35,548,741 11,667,252 20,506,195 10,038,970 8,243,547 27,078,553 9,927,089 8,204,821 4,819,00	164.	Wilmington, Del	434,626	.2172	4,523	.2309	119	112	97,863	28,227	55,368	29,588	27,353	67,398	30,895	23,507	13,84
166. Worcester, Mass	278.	Wilmington, N. C	89,083	.0445	4,222	.0399	91	101	19,574	8,154	8,888	5,982	8,268	14,668	6,249	4,776	3,572
279. Yakima, Wash							95			9,560	30,718	16,223	12,498			10,800	6,33
167. York, Pa																	20,858
168. Youngstown, Ohio							0.0										5,14
280. Zanesville, Ohio							1	100									4,601
Total Standard Metropolitan Areas	168,	Youngstown, Ohio					107			50,806	108,256	40,538	47,912	141,665	55,724	53,499	20,697
Areas	280.	Zanesville, Ohio	87,341	.0436	3,624	.0431	93	94	21,063	6,772	8,102	4,113	6,222	17,308	7,339	6,193	3,283
Total Potential Metropolitan Areas. 13,623,280 6.8048 4,018 6.5202 96 100 3,173,732 932,170 1,518,385 779,825 749,758 2,788,975 1,114,208 1,077,755 429,617 Total All Metropolitan Areas. 146,782,967 73,3122 4,228 73,3762 109 109 36,548,741 11,967,252 20,508,195 10,038,970 8,243,547 27,078,553 9,927,089 8,204,821 4,819,00			100 100 0	00 7071	4 001	06 0580	444	110	20 272 020	10 705 000	10 000 010		7 400 777	04 000 5	0.040.004	7 407 644	4 200 45
Areas	Ar	UMB	133,129,677	00.3074	4,251	00.0060	111	110	32,375,009	10,735,062	18,989,810	9,259,145	7,493,789	24,300,578	6.812,881	7,127,068	4,589,454
Total All Metropolitan Areas. 146,782,967 73.3122 4,228 73.3762 109 109 35,548,741 11,667,252 20,508,195 10,038,970 8,243,547 27,078,553 9,927,089 8,204,821 4,819,00			13,623,290	6.8048	4,018	6.5202	96	100	3,173,732	932,170	1,518,385	779,825	749,758	2,768,975	1,114,208	1,077,755	429,635
			146,752,967	73.3122	4,228	73.3762	109	109	35,548,741	11,667,252	20,508,195	10,038,970	8,243,547	27,078,553	9,927,089	8,204,821	4,819,081
	-	Total	200,171,999		-		100	100									

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Before using these figures read foreword, page 13

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

In Washington WRC THE SPEAKER THE HOUSE



And the most recent Nielsen' proves it: WRC's 26.4% average share-ofaudience for the total week tops all of the 16 other radio stations in the nation's Capital!

WRC's roster of outstanding local talent—Washington's most popular entertainers and personalities—is responsible in large measure for this position of leadership. Al Ross, Gene Archer, Patty Cavin, Ed Walker, Bill Sprague, Bryson Rash, Jim Simpson and Art Lamb are richly endowed with listener loyalty, the kind that's easily turned into brand loyalty.

If Washington's Number One Radio Station isn't already speaking for your brand, WRC or NBC Spot Sales will arrange a sound selling schedule for you immediately.

*NSI Report - Washington, D.C. Area - November 1957

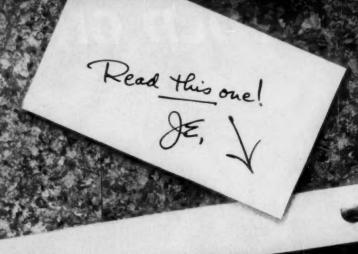
WASHINGTON, D.C. SOLD BY (NBC) SPOT SALES



Per Family Sales for 280 Metropolitan County Areas

Estimates, 1957, for Ten Categories

		ESTIMATES RETAIL SALES — 1957										
-	AREAS	Total Sales	Food	Eating and Drinking Places	General Mdse.	Apparel Stores	Furn House- Appl.	Auto- motive	Gasoline Service Stations	Lumber- Building Materials- Hardware	Dru	
69.	Abilene (Tex.)	4,189	882	205	504	305	264	1,042	355	281	136	
1.	Akron (Ohio)	4,485	1.118	349	738	182	220	920	315	316	141	
0.	Albany (Ga.)	4,340	1,069	180	343	245	291	845	434	407	144	
2,	Albany-Schenectady-Troy (N. Y.)	4,058	1,029	315	637	347	209	682	232	175	102	
3.		4,309	912	300	570	250	275	966	376	244	148	
1.	Alexandria (La.)	3,262	718	172	543	205	179	637	306	191	89	
4,	Allentown-Bethlehem-Easton (Pa.)	4,248	1,009	279	672	279	258	747	286	255	110	
5.		3,516	982	187	481	195	223	714	289	174	85	
6.	Amarillo (Tex.)	4,675	791	251	538	369	225	1,218	413	320	162	
2.	Anderson (Ind.)	3,667	877	225	342	236	209	805	289	288	139	
1.		4,419	1.073	320	3,67	311	201	1.010	381	305	187	
4.	Anniston (Ala.)	3.193	838	189	369	205	220	777	265	134	68	
8.	Appleton (Wisc.)	4,540	991	288	645	199	319	853	281	429	112	
7.	Asheville (N. C.)	3,879	868	178	657	185	191	591	333	242	163	
8.	Atlanta (Ga.)	4,977	1.058	257	1,119	267	214	931	346	274	172	
9.	Atlantic City (N. J.)	5,364	1,274	988	437	426	253	685	300	222	183	
6.		3,741	919	244	299	255	232	695	199	338	78	
0,	Augusta (Ga.)	3.134	850	190	389	175	168	678	276	126	96	
1.	Austin (Tex.)	4,113	864	292	492	349	249	820	298	319	130	
7.		4,478	1,100	345	533	184	243	782	485	388	131	
2.	Baltimore (Md.)	4,369	1 070	ARA	79.4	284	900	666	909	104	400	
8.	Banger (Me.)	4,389	1,078	454 185	794 639	234	222	666	263	184	183	
3.						260	178	1,037	335	166	98	
9.	Pottle Cecel (Mish.)	4,381	867	253	590	324	282	974	368	335	170	
4.		3,731	980	244	400	207	206	714	380	243	142	
5.		4,029	974	283	462	220	352	786	326	323	150	
		4,421	1,123	239	548	298	241	899	345	293	147	
0.		2,690	606	193	292	144	115	416	170	258	76	
1.		4,200	876	339	466	236	254	817	271	420	108	
2. 3.		3,892 4,476	1,002 870	281 338	355 425	182 241	195 316	745 1,108	334 338	413	161	
		.,	-	-			010	1,100	330	***	100	
4. 6.	Biloxi-Gulfport (Miss.)	3,472	970	365 329	382	228	203	726	340	173	107	
7.	Riemingham (Ala.)				516	236	200	763	278	208	117	
5.		3,563	890	189	528	251	176	827	226	129	99	
8.	Bloomington (III.)	3,706	782	235	416	235	196	652	354	356	116	
		4,224	851	206	613	150	218	1,032	382	339	126	
8.		4.552	1,206	359	717	327	208	723	226	200	147	
9.	Bridgeport-Stamford-Norwalk (Conn.)	5,229	1.388	348	482	370	320	960	304	. 399	170	
7.		3,020	856	192	316	99	151	529	226	197	141	
8.	Bristol-Johnson City-Kingsport (TennVa.)	3,574	1,063	133 284	462 296	204 216	256 147	749 652	305 253	325 241	92 129	
									200	241	120	
9.	Brownsville-Harlingen-McAllen (Tex.)	2,692	682	152	332	164	122	521	188	245	78	
1.		4.104	1.063	385	531	310	211	738	259	258	123	
0.	Burlington (Vt.)	4,513	1,073	234	647	295	330	842	268	222	98	
1.		3,397	906	479	379	161	179	619	266	116	78	
2.		4,533	1,197	320	476	280	305	919	336	299	123	
3.		4,331	830	268	495	303	354	822	296	417	154	
2.	Champaign-Urbana (III.)	4,257	841	311	632	198	180	846	370	433	143	
4.	Charleston (S. C.)	3,532	879	180	416	272	258	638	283	271	126	
S. 6.	Charleston (W. Va.)	3,868	1,037	206	606	213	196	828	283	182	111	
0,	Charlotte (N. C.)	4.740	820	301	810	296	223	886	436	259	191	
7.	Chattanooga (Tenn.)	3,688	918	203	478	241	218	662	326	228	106	
3.		4.172	918	386	292	274	259	1,010	313	294	140	
8.	Chicago (III.)	4.510	1.025	421	843	337	218	742	250	207	149	
9.	Cincinnati (Ohio)	4,031	1,001	377	613	237	211	758	249	211	134	
1.	Clarksburg (W. Va.)	3.984	1,007	188	497	309	195	763	314	261	176	
0.	Cleveland (Ohio)	4.785	1,210	383	785	257	251	888	311	249	179	
. ·	Clinton (Iowa)	4,688	900	255	574	166	196	1,084	281	563	107	
	Colorado Springs (Colo.)	4,365	879	329	349	281	272	791	414	492	178	
	Columbia (S. C.)	4,236	848	224	524	321	356	983	354	202	121	
	Columbus (Ga.)	3,272	. 792	200	462	249	209	643	287	94	102	
3.	Columbus (Ohio)	4,522	1,029	365	760	290	208	839	331	274	160	
1.	Corpus Christi (Tex.)	4,170	961	278	530	194	182	898	346	387	127	
7.	Cumberland (Md.)	3,773	1,088	219	442	259	188	808	317	308	110	
5.	Dallas (Tex.)	5.068	1,004	294	940	303	196	1,255	328	281	159	
8.	Danville (III.)	3,947	930	274	489	208	223	783	305	354	141	
9.	Danville (Va.)	3,225	737	182	478	168	121	638	359	251	88	
B.	Davenport-Rock Island-Moline (IIIIowa)	4,118	930	384	555	211	197	798	314	278	137	
7.	Dayton (Ohio)	4,026	955	316	619	234	214	825	279	210	138	
0.	Daytona Beach (Fla.)	4.587	972	526	407	298	288	805	454	312	223	
	Decatur (III.)	4,532	994	371	864	242	236	1.015	351	258	97	



ROCKLIN IRVING AND ASSOCIATES

television and radio advertising

32 west randolph street, chicago 1, randolph 6-2324

November 15, 1957

Mr. Jack Eigen Station WMAQ Merchandise Mart Plaza Chicago, 54, Illinois

Now it can be told: After twelve months of continuous advertising on your program, only one word can appropriately tell the story - "Magnifique."

Yes, the Jack Eigen Show has proven to our organization, that results can be obtained consistently month in and

At the present time, we have seven accounts participating, and I am happy to inform you ALL SEVEN ARE HAPPY, SATISFIED CLIENTS. Your program now is a must in any advertiser's budget. month out.

Our entire sales force has been instructed that a part of our entire sales force has been instructed that a part of every budget must go to the Jack Eigen Show. We have a term for it and it is appropriately called "Insurance."

There is no doubt about it. The success enjoyed by our accounts is due to your wonderful co-operation. We want you to know that we sincerely appreciate your efforts.

With best personal regards, I remain,

HOCKLIN IRVING AND ASSOCIATES Rocklin Irving Rocklin

SUCCESS STORIES

VMAQ

NBC RADIO CHICAGO SOLD BY NBC SPOT SALES



NO-CAL IS SOLD ON SPOT...



ADVERTISER: How do No-Cal and its agency, Paris & Peart, account for the biggest New York sales jump in No-Cal history? They credit Spot Television on WRCA-TV.

No-Cal Board Chairman Hyman Kirsch says, "Spot TV... because its high frequency at low cost makes a full saturation campaign financially feasible. And Spot's selectivity allows us to concentrate that campaign on our prime sales target—the figure-conscious housewife."

"WRCA-TV," continues Mr. Kirsch, "... first, because it commands such a healthy chunk of the New York audience. Secondly, because it offers an economical saturation schedule of good availabilities. And finally, because the station backs our 30-spots-per-week, around

the clock campaign with a complete merchandising and promotion program—the headline-making Miss No-Cal Contest."

Does Spot Television on WRCA-TV deliver? "Actual sales figures are confidential," says Mr. Kirsch, "but No-Cal is devoting a larger share of a larger advertising budget to Spot TV. Not only have we signed for an increased Spot schedule on WRCA-TV, and renewed our sponsorship of the Miss No-Cal Contest for 1958, but we've also expanded our Spot TV campaign into the Philadelphia market."

Seated, left to right: No-Cal Corporation officials: Lee Kirsch, Treasurer; Hyman Kirsch, Chairman of the Board; Morris Kirsch, President. Standing, left to right: Donald C. Porteous, TV-Radio Director, Paris & Peart; Max Buck, Director of Sales, WRCA-TV; Ed Kenefick, TV Spot Sales Representative, NBC Spot Sales.

RIGHT DOWN THE LINE! NO-CAL.

PHOTOS BY MORRIS M. JAFFE

RETAILER: Joseph Reich, Grand Union Supermarket Manager in White Plains says, "Judging from the additional number of cases we've been moving, No-Cal sales have increased appreciably in recent weeks."

Retailers and advertisers alike are convinced that No-Cal's use of Spot Television pays off right down the line. They know first-hand what adjacencies to the great NBC entertainment lineup and the top local programs and personalities can do for advertisers who buy schedules on the television stations represented by NBC Spot Sales.

Left to right: Joseph Reich, Grand Union Supermarket Manager, White Plains Shopping Center, New York; Joe Murphy, Merchandising Manager, WRCA-TV; Irving Ehrlich, Sales Manager, No-Cal Corporation.



REPRESENTING TELEVISION STATIONS:

HARTFORD-NEW BRITAIN—WNBC
NEW YORK—WRCA-TV
SCHENECTADY-ALBANY-TROY—WRGB
PHILADELPHIA—WRCV-TV
WASHINGTON—WRC-TV
MIAMI—WCKT
BUFFALO—WBUF

LOUISVILLE—WAVE-TV
CHICAGO—WNBQ
ST. LOUIS—KSD-TV
DENVER—KOA-TV
SEATTLE-TACOMA—KOMO-TV
LOS ANGELES—KRCA
HONOLULU—KONA-TV

Per Family Sales for 280 Metropolitan County Areas—(Cont'd) Estimates, 1957, for Ten Categories

		ESTIMATES RETAIL SALES — 1987										
	AREAS	Tetal Sales	Food	Eating and Drinking Places	General Mdse.	Apparel Stores	Furn,- House- Appl,	Auto- motive	Gasoline Service Stations	Lumber- Building Materials- Hardware	Druj	
0.	Denver (Cole.)	4,549	1,029	312	725	205	253	978	324	251	228	
),	Des Moines (Iowa)	4,276	885	273	617	245	219	1,010	349	261	152	
*		4,538	1.078	334	827	269	234	1,037	330	235	189	
		4,868	1,025	382	761	190	237	791	362	448	172	
	Duluth-Superior (MinnWisc.)	3,918	1,009	303	561	253	202	742	278	200	112	
*		4,265	900	214	589	275	305	877	354	296	140	
	Eau Claire (Wisc.)	4,034	760	321	594	309	172	765	339	330		
e	El Pase (Tex.)	4,328	995	271	720	297	279	884	289	250	130	
		4,225	934	226	380	201	219	986	318	421	91	
	Elmira (N. Y.)	3,879	981	277	396	311	230	779	222	327	90	
		4,985	1,348	213	605	267	214	795	599	527	17	
		4,049	989	249	563	239	224	885	265	280	100	
		3,604	968	195	368	164	204	710	353	253	01	
		3,585	858	288	432	320	235	597	307	212	131	
		3,113	849	184	295	115	157	601	297	280	71	
*	Fall River-New Bedford (Mass.)	3,408	929	250	295	291	196	586	219	170	110	
*	Fargo (N. D.)	5,002	848	358	666	379	238	1,315	346	932	144	
,	Fayetteville (N. C.)	4,046	849	218	567	264	248	880	380	162	90	
		4,489 3,238	1,006	120	433	275 186	315 185	1,127	370 209	238	178	
	Fort Lauderdale (Fla.)	5,140	1,150	563	385	461	365	1,036	332	312	206	
	Fort Smith (Ark.)	4,480	921	276	577	278	202	1,134	323	357	131	
		4,080	807	314	771	250	224	891	306	228	126	
		3,808	879	211	734	165	142	916	268	221	141	
*		4,428	1,171	312	400	259	338	656	368	377	153	
		3,295	936	110	391	208	207	702	293	214	96	
		4,214	896	306	444	231	200	894	328	338	137	
	Commence from Commence of the	3,774	976	309	353	279	210	515	334	267	186	
,		3,410	929	104	816	183	200	730	285	167	102	
	Grand Forks-East Grand Forks (N. DMinn.)	4,979	881	412	493	332	292	947	447	729	98	
	Grand Rapids (Mich.)	4,181	972	229	832	231	210	812	336	321	202	
		4,239	802	383	584	228	294	848	282	382	120	
		4,938	1,240	429	702	300	283	815	269	340	118	
	Greensbero-High Point (N. C.)	5,617	1,126	220	1,370	362	284	984	408	293	156	
*		3,747	857	141	586	206	253	783	342	241	114	
		4,598	1,003	353 312	538 413	277	208 246	980	346	381	128	
		3,999	921				7	800	287	440		
		4,007	1,068	235 306	405 541	240 273	305 215	862 910	312 309	162	123	
		4,081 5,116	1,159	380	700	329	305	947	348	231 256	192	
	Houston (Tex.)	4,215	1,022	248	561	258	252	878	320	250	135	
		3,697	941	201	572	235	223	723	288	225	106	
	- Control of the Cont	3,788	955	166	544	155	231	789	250	316	108	
	Hutchinson (Kans.)	3,567	723	179	505	190	200	851	234	350	105	
		4,620	890	358	884	190	250	1,003	326	235	218	
		4,121	971	308	400	265	213	881	356	316	156	
		3,973	859	197	572	282	197	1.004	324	209	132	
		4,890	1,222	294	465	312	261	1,262	308	222	171	
		3,645	939	297	380	235	155	719	284	262	96	
	Johnstown (Pa.)	3,329	851	188	808	142	145	858	264	196	65	
	Joplin (Mo.)	3,629	788	193	396	147	131	922	381	246	98	
		4,128	903	250	401	228	279	912	322	387	178	
		4,784	1,127	381	515	202	280	956	384	498	110	
		4,231	822	261	927	244	187	827	249	201	211	
	100000000000000000000000000000000000000	3,744	1,030	354	293	222	226	629	289	321	110	
	The state of the s	3,989	996	215	643	175	187	813	380	223	126	
,		3,757	879	229	477	203	210	791	217	359	108	
		4,415	989	423	640	279	235	711	287	313	83	
		3,897 4,622	784	336 316	563 640	282 278	197 390	1,028	295 358	279 392	188	
		4,081	813	280	511	235	189	858	428	402	127	
	Lakeland (Fla.)	4,006	1,035	190	283	247	241	919	354	288	124	
	Lancaster (Pa.)	4,265	894	228	556	214	229	914	298	201	88	
		4,381	936	254	618	240	163	1,028	351	338	149	
	Lansing (Mich.)		838	153	517	532	134	539	288	204	108	
	Laredo (Tex.)	3,475	1 222	494	447	375	288	1	607	278	202	
	Las Vogas (Nev.)	5,225	1,208		447			1,008		342	133	
	Lawton (Okla.)	3,658	744 978	230	399	206 206	198 248	920	263 320	204	76	
ď	Lebanon (Pa.) Lewiston-Auburn (Me.)	4,231	1,146	202	523	307	182	1,230	280	189	81	
			1,198	400	963	- aur	104	. GUG	400	. 100	- 66	



HOME OWNERSHIP. 92% of Sunset's families own homes—compared to the Western average of 60%. And they take a lively interest in their homes—buy more appliances, do more redecorating, etc. (420,000 of them remodelled, redecorated or repainted last year!)



CAR OWNERSHIP. 32% above the high Western average. Average mileage is also higher, purchases of tires, etc., are naturally higher, and premium gasoline purchases are higher. Sunset family purchases of new cars are also well above both Western averages and national averages.



FOOD STORE EXPENDITURES. 43% above the Western average and high above the national average. This is good evidence of Sunset readers' interest in food and willingness to spend for food...and good reason why Sunset prints more pages of food editorial than any other magazine in the country.



TRAVEL. Take travel to Hawaii. More than half of all visitors to Hawaii are Westerners. Yet Hawaii travel is TEN TIMES as great among Sunset readers as among non-readers in the West. This explains, in part, why travel agents in the West have voted Sunset the magazine they prefer carrier and destination advertisers to use.

Sunset's Quality-Controlled Audience

gives you the biggest concentration of buying power in the West

In income and in spending, Sunset's 625,000 families are well above high Western averages. These Sunset families set the living standards for the West and influence the buying patterns of the millions of Westerners around them.





...your most productive-per-dollar medium in the West

LANE PUBLISHING CO., Publishers of Sunset Magazine and Sunset Books · Menlo Park, California

Per Family Sales for 280 Metropolitan County Areas—(Cont'd) Estimates, 1957, for Ten Categories

					SMD E	TIMATES R	ETAIL SAL	ES - 1957			
	AREAS	Total Sales	Food	Eating and Drinking Places	General Mdse.	Apparel Stores	Furn House- Appl.	Auto- metive	Gaseline Service Stations	Lumber- Building Materials- Hardware	Drug
79.		4,479	1,037	289	757	220	232	822	334	361	113
30.		3,826	656	237	820	248	199	629	311	325	144
n.		3,506	780	228	587	171	109	812	255	187	117
2.	Longview (Tex.) Lorain-Elyria (Ohio)	4,581	1.083	238	435 382	275	217 258	1,337	345	284	125
3.		4,326	1,080	328	530	250	286	852 888	298 . 388	308	112
4.		3,898	915	324	503	247	185	831	272	216	144
18.		4,274	805	155	801	215	214	1,101	311	510	115
2.		4,564	979	226	894	261	353	838	331	358	188
16.	Macon (Ga.)	3,663	867	198	478	254	181	788	314	248	133
7.		4,387	920	385	447	321	227	789	301	477	180
8.		4,301	1,211	210	441	299	219	744	317	208	88
3.		3,808	882	365	425	133	215	734	234	340	89
8.	The state of the s	4,338	1,278	343	527	228	234	832	314	274	186
8.		3,216 4,165	761 930	222	343 473	193 242	187	655	285	329	110
7.		4,444	807	271	531	277	296 328	863	243	405	122
0.		4,487	996	210	905	274	199	980	279	453 203	123
0.		5,977	1,357	848	535	554	383	1,185	386	400	223
В.		4,086	1,037	205	394	230	147	788	359	288	128
D.	Middletown (Conn.)	4,861	1,123	302	452	284	243	1,008	380	392	173
0.	Midland (Tex.)	5,520	1,284	303	283	443	296	1,549	429	399	200
1.		4,486	1,053	406	881	258	222	814	389	238	130
2.		4,391	962	322	859	283	231	784	288	276	151
3.		3,874	1,014	220	472	267	221	887	286	191	175
1.		4,862	1,028	200	410	256	226	788	388	512	148
4.		4,301 3,910	910 781	240	567 531	313 301	285	861	343	349	122
5.		3,569	848	256	371	202	242	926 738	295 256	184 295	110
3.		3,918	1,105	239	465	160	199	813	343	308	115 154
8.	Nashville (Tenn.)	4,532	1,011	247	636	421	203	953	373	245	124
4,	New Castle (Pa.)	3,497	994	179	356	193	281	849	289	227	95
7.	New Haven-Waterbury (Conn.)	4,545	1,144	354	432	403	300	812	282	245	153
8.		4,468	1,094	277	393	234	237	782	335	278	117
8,		3,856	800	374	751	294	227	621	267	180	183
D,	The second secon	4,175	1,147	454	483	444	272	549	179	170	109
8.		3,895	992 886	263 274	303 469	195 317	160 242	747	328	396	104
7.		4,880	1,120	218	467	323	307	712 1,125	237 427	134 321	121
1.		3,840	994	205	338	306	271	801	323	410	138
2.	Oklahoma City (Okla.)	4.147	910	270	869	254	213	889	306	259	181
3.		4.158	857	406	522	263	234	881	288	327	145
١.		4,777	967	- 298	737	287	265	1,019	399	360	143
8.	Oshkosh (Wisc.)	3,878	915	370	638	168	230	572	259	309	95
D,	Owensbore (Ky.)	3,865	998	269	615	215	183	693	321	237	119
).		3,369	837	262	426	192	139	698	284	131	141
١.		3,890	965	299	755	244	257	857	278	183	117
2.		3,312	903	209	279	143	147	620	347	272	172
3.		4,591	1,175	314 337	427 633	346 214	277 252	1,129 876	327 306	204 288	138 125
		4,650	1.242	238	475	281	258	885	448	257	138
	Philadelphia (Pa.)	3,961	951	338	643	290	214	886	209	178	118
		4,207	1,013	311	393	202	283	819	393	380	163
i.		4,055	1,133	282	626	253	236	732	251	199	129
Ì,		4,378	1,155	282	505	319	231	812	272	231	128
Š.		3,975	1,130	251	342	190	170	793	352	394	128
).		4,579	1,108	234	677	257	202	793	313	175	181
١,		3,648	913	261	607	167	173	685	254	200	94
		2,978 4,384	735 1,139	219 356	351 432	192 251	176 204	627 878	304 261	128 273	71 110
		3,880	920	279	503	315					
١.		3,289	779	149	500	133	177	724	245 381	197 215	149
		3,989	1,056	282	415	237	200	800	263	258	117
	The state of the s	3,531	822	327	505	184	244	856	187	326	129
		4,220	1,074	324	347	227	257	751	325	409	144
		4,901	1,052	258	782	303	244	1,038	403	267	154
١.	Rapid City (S. D.)	4,423	779	350	332	194	184	1,337	389	561	153
1.		3,850	983	270	473	250	232	774	229	222	84
1.	The state of the s	5,733	961	733	809	378	323	1,161	476	288	450
	Hichmond (Va.)	4,445	986	258	948	250	212	709	323	183	152
	Richmond (Ind.)	3,869	856	248	381	215	265	839	307	345	138



UP IN THE CITY!...UP IN THE SUBURBS!...UP IN TOTAL! HERALD TRIBUNE DAILY CIRCULATION IS UP 10,152! UP MONTH AFTER MONTH...377,400* QUALITY FAMILIES WHO BUY QUANTITY...AT A PROFIT!

You're missing plenty
if you don't advertise to New York's QUALITY market-

Herald Tribune

TODAY'S VITAL NEWSPAPER



*Average net paid daily circulation for 6 months ending March 31, 1958, as filed with the Audit Bureau of Circulations, subject to audit.

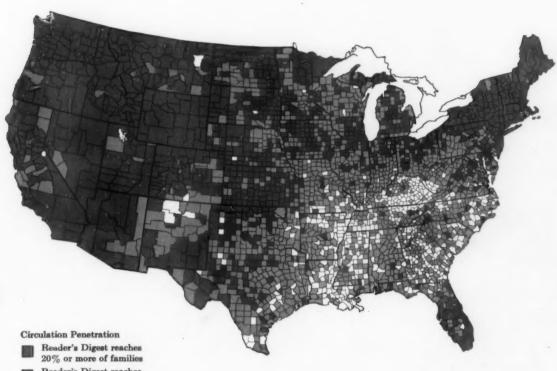
MAY 10, 1958

Per Family Sales for 280 Metropolitan County Areas-(Cont'd)

Estimates, 1957, for Ten Categories

		ESTIMATES RETAIL SALES — 1957											
	AREAS	Total Sales	Food	Eating and Drinking Places	General Mdse.	Apparel Stores	Furn House- Appl.	Auto- metive	Gasoline Service Stations	Lumber- Building Materials- Hardware	Drug		
18.	Reaneke (Va.)	4,393	949	245	599	362	271	854	343	184	155		
119.		4,036	948	293	594	280	231	834	225	216	125		
83.		6,032	853	477	804	460	426	1,179	421	531	286		
20.		4,595	915	412	589	275	333	893	330	431	144		
	Sacramento (Cal.)	4.475	1,246	346	522	221	384	691	349	310	137		
	Saginaw (Mich.)	3,937	797	252	448	282	198	1,020	293	324	144		
	St. Cloud (Minn.)	4,383	688	295	655	206	150	962	279	649	154		
23.	St: Joseph (Mo.)	3,581	816	268	442	247	263	714	222	193	172		
24.	St. Louis (Mo.)	3,918	980	320	589	205 -	211	745	288	212	136		
15.	Salom (Ore.)	3,682	773	211	387	185	208	743	480	338	143		
25.	Salt Lake City (Utah)	4,741	1,010	282	774	227	261	969	403	267	181		
18.	San Angelo (Tex.)	4,270	952	240	505	198	241	1,035	321	293	126		
17.	San Antonio (Tex.)	3,824	888	286	580	288	159	789	289	198	112		
18,	San Bernardino-Riverside-Ontario (Cal.)	3,890	948	304	363	174	215	683	488	289	119		
19.	San Diego (Cal.)	3,801	906	294	445	225	249	767	322	204	121		
10.		4.031	1.054	396	501	269	263	888	298	165	130		
n.		4,306	1,184	288	406	281	302	732	388	293	142		
6.		4,453	1,125	423	412	237	359	921	338	275	161		
2.		4,678	1,142	368	261	353	345	774	436	475	171		
7.	Santa Rosa (Cal.)	4,088	941	292	479	126	170	584	356	370	128		
8,		6,759	1,542	857	292	495	484	1,453	471	658	278		
8.		3,779	895	253	470	316	237	735	333	151	122		
1.		3,321	931	240	485	267	224	544	183	118	84		
i.		4,068	911	323	784	206	186	638	301	195	131		
).		3,703	865	322	638	116	159	578	286	380	87		
ı.		3,930	939	231	431	317	221	845	291	258	133		
7.		4,135	782	286	706	204	166	923	277	390	137		
ı.	Sioux Falls (S. D.)	4,511	773	279	634	235	204	1.082	305	504	182		
1.		4,055	892	299	578	270	252	831	309	278	131		
).	Spartanburg (S. C.)	2.837	710	102	351	148	175	601	263	178	162		
0.		3,795	870	235	639	185	201	692	265	209	120		
		4,485	901	423	634	272	285	778	369	379	167		
1.		4.295	1,005	290	606	294	228	758	232	311	148		
l.		3,581	736	211	479	214	226	744	305	283	151		
1.		4,229	1,020	284	484	204	216	876	345	296	139		
i.		4,189	956	339	487	244	228	829	342	373	129		
i.		4,220	1,044	375	567	306	176	891	247	229	116		
	Tacoma (Wash.)	3,465	887	249	475	144	198	598	283	190	119		
	Tallahassee (Fla.)	5,234	1,003	367	372	519	237	992	598	696	115		
1.	Tampa-St, Potersburg (Fla.)	4,595	995	374	646	282	223	938	323	334	169		
	Temple (Tex.)	3,654	819	227	446	199	181	915	321	251	145		
	Terre Haute (Ind.)	3,732	770	253	828	157	172	781	250	192	131		
	Texarkana (ArkTex.)	2,775	598	100	378	167	134	543	319	141	97		
L	Toledo (Ohio)	4,171	987	364	825	224	239	790	322	199	155		
	Topoka (Kans.)	3,955	857	197	482	240	337	816	328	287	140		
	Trenton (N. J.)	5,681	1,271	459	806	440	355	1,008	371	311	127		
	Tueson (Ariz.)	3,926	1,005	292	435	226	205	681	389	346	145		
	Tulsa (Okia.)	4,050	797	236	550	290	228	995	293	321	142		
	Tyler (Tex.)	3,994	924	132	349	315	240	892	284	324	219		
	Utica-Rome (N. Y.)	3,396	1,016	305	360	258	211	894	287	268	103		
	Waco (Tex.)	3,963	923	255	552	182	293	890	300	287	165		
	Washington (D. G.)	4,634	1,125	348	650	288	200	871	. 325	200	215		
	Waterloo (Iowa)	4,218	882	249	534	228	267	872	294	411	123		
	Watertown (N. Y.)	4,092	509	308	476	269	139	849	273	291	121		
	Wausau (Wise.)	3,539	772	317	448	133	101	091	248	356	70		
	West Palm Beach (Fla.)	5,302	1,153	464	357	485	424	1,041	400	303	179		
	Wheeling-Steubenville (W. VaOhio)	4,052	1,135	296	577	250	230	061	293	295	102		
	Wishita (Kans.)	3,973	802	219	496	246	233	913	297	330	151		
		4,132	818	213	425	284	198	990	332	188	148		
	Wilkon-Barre-Haxleton (Pa.)	3,214	998	214	481	244	202	560	102	143	70		
	Williamsport (Pa.)	3,440	864	200	481	224	181	694	310	171	79		
	Wilmington (Del.)	4,523	1,018	294	578	308	285	701	321	245	144		
	Wilmington (N. C.)	4,222	928	386	421	284	392	695	298	226	169		
	Winston-Salem (N. C.)		880	198		332		795	302	221	130		
		4,110			628		256	790	276	233	122		
	Wercester (Mass.)	3,506	993	271	357	255	210			1			
	Yakima (Wash.)	3,607	833	218	433	113	109	639	272	404	110		
	York (Pa.)	3,890	802	211	558	230	274	801	267	276	70		
	Youngstown (Ohio)	4,528 3,824	1.214 874	300 281	639 336	239 171	283 288	836 718	329	316 257	122 136		
				1	1								

If your advertising dollars must produce even greater sales this year



- Reader's Digest reaches 10-20% of families
- Reader's Digest reaches under 10% of families

Reader's Digest offers...

Huge II,500,000 circulation

Almost twice as many people buy Reader's Digest as buy the next magazine. Between 1957 and 1958 the circulation rate base increased by 800,000 copies per issue. And now that the Digest is on sale in supermarkets all over the U. S., circulation figures are bounding to new highs... with the current issues of 1958 consistently exceeding 12,000,000 copies per month.

Lowest cost per thousand (\$2.76) of any major, general magazine

The Digest's universally popular page size makes possible an unmatched economy for advertisers in reaching customers through the major magazines. You can do more with each dollar in the Digest.

32 million readers

More men (14,800,000) and more women (17,215,000) read a single issue of Reader's Digest than read any other magazine—general, women's or home.

5.3 reading days

Members of the family turn to each issue again and again; the typical person reads the Digest on an average of 5.3 different days. As a result, your advertising message has more opportunities to be seen, to be read, to sell. More than 5,000,000 people pick up and read the Digest every single day!

New WESTERN EDITION of Reader's Digest offers over 2,000,000 circulation in this 7-state area

This regional edition of the Digest has the same editorial matter that appears in the national edition. It is bought by 30% of the families in the seven western states, Alaska and Hawaii. More people buy the Digest than buy the next two magazines in this area combined. Its circulation is larger than the combined circulations of the biggest daily newspapers in the top 13 cities on the West Coast. And advertisers enjoy the tremendous acceptance that the Digest has built with millions of readers.

Circulation Penetration

Reader's Digest reaches 20% or more of families

Reader's Digest reaches 10-20% of families

Reader's Digest reaches under 10% of families

Reader's Digest reaches more of your <u>best</u> customers*

The Digest has the greatest penetration in the best economic markets. Example: 37.4% of all the people in over-\$7,000 households read the Digest. Other facts:

ANNUAL HOUSEHOLD INCOME (People 10 years of age and over)	pulation Digest Base Audience	Digest Penetration
\$7,000 or more	,712,000 7,380,000	37.4%
\$5,000—\$6,999	,333,000 6,241,000	29.3%
\$3,000—\$4,999	,341,000 11,596,000	25.6%
Less than \$3,000	,770,000 6,798,000	17.1%
PEOPLE IN HOUSEHOLDS THAT:		
Have one or more cars 96	,391,000 26,686,000	27.7%
Own a refrigerator	,984,000 27,265,000	26.0%
Own an automatic washing machine 35	,722,000 12,043,000	33.7%
Have a television set 94	,946,000 25,766,000	27.1%
Have automatic dishwasher	,364,000 1,434,000	42.6%
Spend \$27.50 and over for food weekly . 41	,104,000 12,469,000	30.3%
Invest in life insurance 68	,340,000 19,778,000	28.9%

*The figures in this table are based on "A Study of Seven Publications" by Politz, 1956.

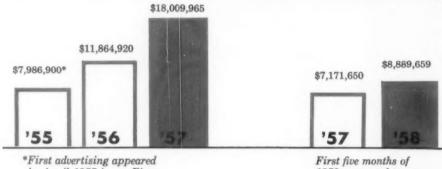
If you would like a special map booklet showing —county by county—where your most profitable sales opportunities lie, use this postage-paid reply card.

Tear	Please send me your special map booklet. Also, the following information:
along broken line	 □ A condensed "Study of Seven Publications" — by Politz □ Reader's Digest Circulation Book—states, counties, cities, metropolitan areas □ New Selling Opportunity in the West □ Major International Markets highlights of reader surveys conducted by Reader's Digest around the world
	NamePosition Company Street Address City Zone State

Reader's Digest parallels retail sales with greatest penetration in the best markets

	Retail Sales % of U.S.	Digest Circulation	Digest % of U. S.	% Family Coverage
168 Metropolitan County Areas	66.3	7,574,797	65.5	24.8
94 "Potential" Metropolitan County Areas	5.9	711,149	6.2	24.4
Total 262 Metropolitan Areas	72.2	8,285,946	71.7	24.7

Advertisers are continuing to invest more in Reader's Digest



*First advertising appeared in April 1955 issue. Figure represents nine-month sales.

First five months of 1958 compared to same period in 1957

4 Extra Values for Advertisers

- I The largest magazine audience available anywhere.
- 2 The largest number of best customers and prospects.
- 3 An audience that believes what it reads in the magazine.
- 4 A belief that leads people to rely on products advertised in the magazine.

People have faith in

Reader's Digest

Over 11,500,000 copies bought monthly

Postage	7
Will Be	- 1
Paid By	- 1
Addressee	A



BUSINESS REPLY CARD

First Class Permit No. 4, Pleasantville, N.Y.

Miss Estelle Sheldon Reader's Digest 230 Park Avenue New York 17, N. Y.

Per Capita and Per Family Sales by States and Sections

SECTIONS		PE	R CAPI	TA SALI	s, U	M ES	TIMATE	8—1957				PE	R FAMI	LY SAL	E8, U	ES	TIMATE	3—1957	1	
AND					NINE S	TORE G	ROUPS								NINE S	TORE G	ROUPS			
STATES	Total Retail Sales	Food	Eating & Drink. Places	Gen- eral Mdse,	Ap- parei	Furn,- House- Appl,	Auto- motive	Gas Sta- tions	Lum- ber- Bidg Hdwre.	Drug	Total Retail Sales	Food	Eating & Drink. Places	Gen- eral Mdse.	Ap- parel	Furn,- House- Appl.	Auto- motive	Gas Sta- tions	Lum- ber- Bldg Hdwre.	Drug
EW ENGLAND Connecticut Maine. Missachusetts. New Hampshire Rhode Island Verment	1,402 1,141 1,256 1,180 1,122 1,154	348 313 331 324 270 288	98 49 96 61 82 52	145 134 173 102 138 111	96 59 89 67 86 53	84 44 61 49 52 54	261 224 208 231 205 247	91 89 69 94 72 89	87 86 84 85 63 72	47 32 41 29 42 26	4,796 4,024 4,304 4,018 3,829 4,119	1,191 1,103 1,133 1,104 924 1,028	336 172 328 208 281 184	494 472 592 346 472 398	335 207 304 227 295 188	286 155 208 168 177 191	894 790 714 787 701 880	310 314 238 310 247 317	299 206 220 220 215 256	161 115 140 98 145
	1,261	326	87	153	85	63	225	79	69	41	4,332	1,121	300	527	293	216	772	270	238	139
IDDLE ATLANTIC New Jersey New York Pennsylvania	1,225 1,259 1,102	330 337 277	117 131 78	128 150 167	92 122 73	73 75 62	220 182 205	78 59 69	73 57 57	32 34 31	4,228 4,135 3,843	1,111 1,106 967	393 429 271	431 492 582	311 402 255	247 248 216	743 597 714	284 193 239	245 188 200	108 110 107
	1,205	315	110	152	101	70	196	65	60	32	4,055	1,061	372	511	338	237	880	200	202	109
AST NORTH CENTRAL Itilnois Indiana Michigan Ohio Wiscensin	1,302 1,148 1,220 1,264 1,193	293 255 294 310 267	116 79 84 97 112	204 139 145 168 145	85 57 66 64 58	63 59 62 66 57	234 243 146 252 221	84 96 99 95 95	86 99 88 90 111	40 38 47 39 32	4,217 3,768 4,209 4,227 4,110	949 838 1,014 1,038 920	375 260 290 324 385	861 467 501 564 498	274 186 229 214 199	206 195 214 220 196	761 799 949 842 762	272 315 343 318 326	279 325 303 300 384	131 125 164 131 100
	1,242	290	96	187	69	62	248	93	91	40	4,148	969	329	557	229	208	828	311	307	135
VEST NORTH CENTRAL Iowa Kansas Minnesota. Missouri Nobraska North Dakota.	1,196 1,108 1,190 1,173 1,212 1,185	238 248 246 251 232 202	71 55 83 78 87 92	118 94 188 186 134 118	53 47 62 56 53 52	56 55 52 57 58 42	238 262 221 228 242 251	102 102 90 93 114 90	169 124 137 89 161 236	33 38 35 44 37 34 33	3,896 3,506 4,128 3,743 3,961 4,432	769 779 854 800 757 787	231 175 289 244 284 345	384 299 582 593 437 440	172 150 213 186 173 194	182 175 182 183 190 157	768 830 765 728 782 940 840	334 325 313 296 371 336	551 393 475 283 526 884	108 124 122 139 122 128
South Dakota	1,107	203	71	108	42	37 54	243	95	192	33	3,830	703	245	375 480	145	127	777	329	448	114
	.,			-	00	-			100	30	0,000	100	240	100	101		111	020	110	-
OUTH ATLANTIC Delaware District of Columbia Florida Florida Georgia Maryland North Carolina South Carolina Virginia West Virginia	1,329 1,614 1,421 939 1,143 880 755 958 880	272 309 329 219 290 194 189 228 230	78 142 120 42 99 38 30 83 46	156 265 132 138 168 124 88 127 140	80 129 101 51 54 50 41 52 49	76 91 81 47 49 50 47 47	224 284 301 200 199 183 162 194 173	91 88 113 83 82 79 74 84 72	75 38 97 58 67 63 50 54 46	40 76 51 31 44 27 24 32 24	4,574 5,501 4,836 3,582 4,131 3,599 3,047 3,753 3,375	936 1,054 1,121 835 1,949 792 764 894 882	267 483 409 162 389 146 119 296 178	536 904 449 525 608 509 354 497 538	276 439 342 193 195 205 186 202 189	280 309 277 178 178 206 189 185 175	771 968 1,024 762 719 748 653 760 662	312 300 385 316 295 323 297 329 278	259 130 331 220 243 267 204 212 177	138 258 172 110 145 101 96 124
Y	1,044	245	66	136	62	56	210	86	64	36	3,939	924	248	515	232	210	793	324	241	13
CENTRAL CENTRAL Alabama Kentucky Mississippi Tennessee	800 819 700 902	203 201 161 213	35 54 28 42	163 101 83 128	47 42 40 53	42 38 33 45	179 175 162 199	65 63 66 77	47 62 54 60	24 28 22 25	3,058 2,996 2,681 3,350	778 734 617 791	133 196 106 157	308 371 316 475	179 154 152 198	162 139 128 167	688 640 620 738	247 230 284 285	178 227 208 223	93 103 81 91
	817	198	40	108	46	40	181	68	56	25	3,065	742	152	390	173	161	678	255	209	
WEST SOUTH CENTRAL Arkansas Louisiana Oklahoma Texas	818 959 1,061 1,129	187 207 246 260	37 68 58 61	94 138 128 138	40 61 54 61	36 54 52 52	189 198 246 262	86 78 94 94	72 69 93 86	25 33 38 38	2,935 3,513 3,545 3,998	757 821	133 251 195 215	337 507 421 489	142 222 181 216	130 196 172 136	670 724 823 929	237 285 313 334	280 254 310 306	8 12 12 12
	1,053	240	89	132	58	81	240	88	82	35	3,728	849	210	466	204	180	849	311	292	12
AOUNTAIN Arizona Colorado Idaho Montana Novada New Mexico Utah Wyoming	1,188 1,274 1,224 1,290 1,731 1,075 1,110 1,339	275 285 260 264 352 238 236 290	88 83 129 199 81 65	128 157 138 114 167 122 159 115	53 56 46 58 100 48 51 52	78 48 57	216 271 270 279 331 232 230 323	123 108 110 100 205 116 114	106 141 158 96 78 81	42 56 37 35 90 41 40 46	4,132 4,202 4,253 4,091 5,520 4,101 4,058 4,471	941 903 837 1,121 907 862	290 289 408 634 309 237	489 519 478 363 532 466 583 385	188 185 159 177 319 184 185 175	182 210	772 895 938 884 1,055 885 841 1,078	439 356 383 344 653 441 416 467	373 345 491 501 307 290 296 399	18 18 12 11 28 18 14
	1,222	268	94	140	54	60	256	118	107	46	4,222	926	324	482	187	207	885	408	371	18
PACIFIC California Oregon Washington	1,205	_	82 83	169	80 50 51	55 57	_	120 106 95	90 83	45 33 40	4,198 3,718 3,628	915	254	483 462 522	243 154 157	286 171 175	780 752 629	362 326 294	248 278 288	13 10 13
VERACE II S. A.	1,339	333	_	100	73			115		43	4,070	_	_	486	222	_	_	349	_	-
VERAGE U. S. A NLASKA HAWAII	1,164 1,060 783	279 258 242	141	148 143 124	71 68 36	49 26		87 69 71	80 45 9	37 46 12	3,974 4,998 2,881	1,216	667	504 678 454	242 321 133	231	729	298 326 262	210	2

Population Ranking of Metropolitan County Areas Estimates, 1/1/58, for POPULATION in Descending Order

o.	AREA and STATE	Estimates (thous.)	Group Flank	Catle No.	AREA and STATE	Estimates (thous.)	Group Rank	Code No.	AREA and STATE	Estimates (thous.)	Gro
9.	New York-N. E. New Jersey			136.	Shreveport (La.)	258.8	91	113.	Pueblo (Colo.)	110.5	187
8.	(N. YN. J.)	14,330.0	1 2	40. 81.	Des Moines (Iowa) Little Rock-North Little Rock	257.0	92	95.	Muncie (Ind.) Las Vegas (Nev.)	108.2	188
3.	Chicago (III.) Los Angeles-Long Beach (Cal.) Philadelphia (Pa.) Detroit (Mich.)	6,109.1		01.	(Ark.)	255.1	93	227.	New Castle (Pa.)	108.1	188
3.	Philadelphia (Pa.)	4,349.1	3 4	34.	Corpus Christi (Tex.)	254.0	94	181.	New Castle (Pa.) Beloit-Janesville (Wisc.)	108.0	190
1.	Detroit (Mich.) Boston (Mass.)	3,843.0	5 6	134.	Scranton (Pa.) Columbus (Ga.)	253.0	95 96	234. 256.	Mansfield (Ohio) Portsmouth (Ohio)	107.8	192
3.	Boston (Mass.) San Francisco-Oakland (Cal.)	2,701.9	7	75.	Lancaster (Pa.)	247.3 244.6	97	201.	Eau Claire (Wisc.)	107.1	193
	Pittsburgh (Pa.)	2,408.3	8 9	139.	Lancaster (Pa.) South Bend (Ind.)	240.0	98	273.	Texarkana (TexArk.)	106.2	195
	Washington (D. C.)	1.914.6	10	46. 153.	Tucson (Aciz)	239.6 239.5	99 100	149.			100
).	Cleveland (Ohio)	1,914.6 1,719.7	11	210.	Erie (Pa.) Tucson (Ariz.) Fort Lauderdale (Fia.)	237.4	101	101.	Terre Haute (Ind.)	106.0 105.8	198
	Pittsburgh (Pa.) St. Louis (Mo.) Washingten (D. C.) Cleveland (Ohio) Baltimore (Md.) Minneapolis-St. Paul (Mirm.) Buffalo (N. Y.) Houston (Tex.)	1,576.8	12	145.	Stockton (Cal.)	236.0	102	209.	Ogden (Utah.) Florence-Sheffield-Tuscumbia-		
	Buffalo (N. Y.)	1,329.4 1,304.2	14	15.	Stockton (Cal.) Beaumont-Pert Arthur (Tex.) Bristel-Johnson City-Kingsport	235.1	103	58.	Muscle Sheals (Ala.)	104.9	19
1.	Houston (Tex.)	1,180.3	15	40	(TennVa.). Baton Rouge (La.)	234.4	104	54.	Gadsden (Ala.)	104.0	200
*	BARRoundone (Mine)	4 509 4	16	13.	Baton Rouge (La.)	230.7	105	277. 79.	Williamsport (Pa.)	103.7	201
	Cincinnati (Ohio) Kansas City (Mo.) San Diego (Cal.)	1,056.5	17	58.	Greensboro-High Point (N. C.)	224.7	106	248.	Provo (Utan) Gadsden (Ala.) Williamsport (Pa.) Lima (Ohio) Oshkosh (Wisc.) Petersburg-Hopowell (Va.)	103.1	20
	San Diego (Cal.)	1,009.2	18	3. 51.	Albuquerque (N. M.)	224.1	107	254. 123.	Petersburg-Hopewell (Va.)	102.7	20
	Atlanta (Ga.)	866.2	20	47.	Fort Wayne (Ind.)	222.8 220.5	108	200.	Daytona Reach (Fla.)	102.5	200
	Atlanta (Ga.). Seattle (Wash.) Dallas (Tex.). New Orleans (La.)	860.0	21 22	167.	York (Pa.)	220.1	110	14.	Bay City (Mich.) Port Huron (Mich.) Elmira (N. Y.)	102.0	207
	New Orleans (La.)	853.0 845.0	23	20. 76.	Brockton (Mass.)	220.0 218.1	111	255. 203.	Port Huron (Mich.)	101.0	200
	Portland (Ore.)	1010001 - 1	23 24	104.	Orlando (Fla.)	215.9	113			100.5	20
	Miami (Fla.)	800.1 780.3	25 26	87. 16.	Madison (Wisc.)	208.1	114	202.	Ekhart (Ind.)	98.1	210
	Miami (Fla.) Denver (Colo.) San Bernardino-Riverside-			59.	Greenville (S. C.)	206.9	115 116	272. 197.	Temple (Tex.) Cumberland (Md.)	95.5	21
		711.8	27	24.	Charleston (S. C.)	197.8	117	252.		95.0	
	Providence-Pawtucket (R. I.) Louisville (Ky.)	706.3 700.6	28 29	82. 11.	Evanaville (Ind.) York (Pa.) Brockten (Mass.) Lansing (Mich.) Orlande (Fla.) Madison (Wisc.) Binghamton (N. Y.) Greenville (S. C.) Charleston (S. C.) Lorain-Elyria (Ohio) Austin (Tex.) Hampton-Newpert News- Warwick (Va.)	197.6	118 119	174.	(Wash.) Anniston (Ala.) Appleton (Wisc.)	92.3	213
	Louisville (Ky.)	645.3	30	61.	Hampton-Newport News-	195.6	110	175.	Annieton (Wisc.)	92.2 92.1	214
	Hartford-New Britain (Conn.)	641.6	31		Warwick (Va.)	187.9	120	198.	Danville (III.)	92.0	216
1	Indiananalie (Ind.)	640.0	32	120.	Rockford (III.)	184.7	121	185.	Danville (III.) Bloomington (III.) Michigan City (Ind.) Monroe-West Monroe (La.)	90.0	217
1	Birmingham (Ala.) New Haven-Waterbury (Conn.) Tampa-St. Petersburg (Fla.)	629.4	33	122.	Rockford (III.) Saginaw (Mich.) West Palm Beach (Fla.)	183.1	122	242.	Monroe-West Monroe (La.)	88.5	215
	New Haven-Waterbury (Conn.)	624.2 620.0	34 35	159. 165.	West Palm Beach (Fla.)	180.4	123	215.	Hagerstown (Md.)	88.1	220
	San Antonio (10x.)	620.0	35	60.	Winston-Salem (N. C.)	179.4 179.4	124 124	275.		88.0	221
	BEIGGEDOFT-STARTIONG-PLOCWARK	603.5	37	31.	Columbia (S. C.)	177.7	126	216.		87.8	223
	(Conn.). Youngstown (Ohio)	597.5	38	133.	Savannah (Ga.)	174.1 172.7	127 128	223. 73.	Lafayette (Ind.)	86.9	224
	Dayton (Ohio). Norfolk-Portsmouth (Va.)	589.3	39	85.	Lubbock (Tex.) New London-Norwich (Conn.)	170.5	129			00.3	220
		588.9 587.0	40 41	245.	New London-Norwich (Conn.)	169.9	130	229. 138.	Lebanon (Pa.) Sioux Falls (S. D.)	86.0	226
	Rochester (N. Y.) Albany-Schenectady-Trey	574.9	42	68.	Lakeland (Fla.)	169.2 168.0	131 132	220.	Kankakee (III.)	86.0	226
1	Albany-Schenectady-Trey	#70 A	43	86.	Macon (Ga.)	166.3	133	276.	Kankakee (III.) Wausau (Wisc.) Grand Forks-East Grand Forks	85.0	221
. 1	Fort Worth (Tax.)	570.0 565.6	44	88.	Macon (Ga.) Manchester (N. H.) Raleigh (N. C.)	164.4	134	213.	Grand Forks-East Grand Forks	04.0	200
1	Memphis (Tenn.)	550.0	45			163.4	130	169.	(N. DMinn.)	84.9	230
		548.0	46	94. 173.	Montgomery (Ala.) Ann Arbor (Mich.) Pensacola (Fla.) Spartanburg (S. C.)	163.0	136	230.	Abilene (Tex.). Lewiston-Auburn (Me.)	84.5	231
	Phoenix (Ariz.) San Jose (Cal.)	525.5	47	253.	Pensacola (Fla.)	162.4 161.5	137	264.	Lynchburg (Va.)	83.6	233
1	Akron (Ohio) Soringfield-Holyoke (Mass.)	496.2	48	270.	Spartanburg (S. C.)	161.4	139	274.	Tyler (Tex.). Newark (Ohio) Bremerton (Wash.)	83.0	234
	Toledo (Obio)	490.1 468.4	49 50	208.	Eugene (Ore.)	161.1	140	246. 187.	Newark (Ohio)	81.0	236
	Toledo (Ohio). Allentown-Bethlehem-Easton			279.	Yakima (Wash.)	158.7 151.0	141	247.	Odessa (Tex.)	80.5	237
	(Pa.) Sacramento (Cal.)	458.0	51 52	118.	Spartanburg (S. C.) Euqene (Ore.) Kalamazoo (Mich.) Yakima (Wash.) Roanoke (Va.) Modoske (Cal.)	149.4	143	194.	Odessa (Tex.) Clarksburg (W. Va.) Zanesville (Ohio)	79.5	239
1	Omaha (Nebr.)	428.1 420.2	53	182.	Routon Harber-St. Insenh	149.3	144	200.	Zanesville (Unio)	79.4	240
1	Omaha (Nebr.) Jacksonville (Fla.) Oklahoma City (Okla.)	418.2	54 55		(Mich.) Jamestown (N. Y.) Muskegen (Mich.) Attantic City (N. J.)	147.5	145	239.	Middletown (Conn.)	79.0	241
	Syracuse (N. Y.)	406.6 401.0	56	218. 243.	Jamestown (N. Y.)	146.8 145.9	146	191.	Butte-Anaconda (Mont.)	77.9	242 243
	Fall River-New Bedford (Mass.).	397.6	56 57	9.	Atlantic City (N. J.)	144.2	148	262.	Dubuque (łowa)	77.4	244
1	Richmond (Va.) Brownsville-Harlingen-McAllen	381.2	58	80.	Lincoln (Nebr.)	143.9	149	251. 261.	Parkersburg (W. Va.)	78.2	245
1	(Tex.)	375.1	50		Amarillo (Tex.)	143.8	150	278.	Richmond (Ind.). Parkersburg (W. Va.). Rene (Nev.). Wilmington (N. C.).	76.0 75.5	248
1	(Tex.) Wilkes-Barre-Hazleton (Pa.)	372.2	60	156.	Waco (Tex.)	143.5	151	222.	Wilmington (N. C.) La Crosse (Wisc.) San Angelo (Tex.) Marion (Ind.) Auburn (N. Y.) Lawton (Okla.)	74.8	248
1	Nashville (Tenn.)	370.2	61	179.	Waco (Tex.) Battle Creek (Mich.) Bolse (Idaho) Springfield (III.)	143.0 141.4	152 153	126. 235.	San Angelo (Tex.)	74.2	249
-	Knoxville (Tenn.) Wheeling-Steubenville	367.3	62	141.	Springfield (III.)	140.2	154	176.	Auburn (N. Y.)	74.1	250
1	/W Va. Ohio	357.2	63	206.	Everett (Wash.). Santa Rosa (Cal.). Pittsfield (Mass.). Fayetteville (N. C.)	140.1	155	228. 180.	Lawton (Okla.)	74.0	252
1	(W. VaOhio)	355.8	64	100.	Pittsfield (Mass.)	139.5	156 157	183.	Billings (Mont.)	73.6 73.5	253
1	Flint (Mich.) Salt Lake City (Utah)	353.1	66	208.	Fayetteville (N. C.)	137.5	158	231.	Billings (Mont.)	71.5	258
	Charleston (W. Va.)	339.0 338.1	66 67	265.	Salem (Ore.)	136.8	159		Manitowoc-Two Rivers (Wisc.)		254
1	Tules (Okia.)	337.6	68	7.	Asheville (N. C.)	136.1 135.4	161	214.	Great Falls (Mont.)	71.1	257
1	Fresno (Cal.) Poughkeensie-Newburgh-	338.0	69	162.	Asheville (N. C.). Wichita Falls (Tex.)	132.2	162	249.	Owenshorn (Kv.)	70.0	258
1	Beacon (N. Y.)	334.5	70	225. 144.	Lake Charles (La.)	129.2 128.7	163	50.	Lafayette (La.) Fort Worth (Ark.)	70.0 69.1	256
1	Beacon (N. Y.) Wilmington (Del.)	334.1	71	151.	Topeka (Kans.)	128.5	165	250.	Paducah (Ky.)	69.1	260
		330.2 323.0	72 73	212.	Gastonia (N. C.)	128.3		207.	Paducah (Ky.). Fargo (N. D.). Burlington (Vt.).	68.7 68.0	262
1	Canton (Ohio) Wichita (Kans.) Tacoma (Wash.)	321.6	73 74	67.	Jackson (Mich.)	126.2	166 167			67.7	264
1	Tacoma (Wash.)	316.3	75	192. 55.	Jackson (Mich.) Champaign-Urbana (III.)	125.9	168	259. 271.	Quincy (III.) Tallahassee (Fla.)	66.5	265
	Utica-Rome (N. Y.)	301.6	76	114.		125.0 124.2	169			63.8	286
-	El Paso (Tex.)	295.7	77 78	23.	Racine (Wisc.). Cedar Rapids (Iowa). Celorado Springs (Colo.).	123.0	171	266.	Sandusky (Ohio) Hutchinson (Kans.) Cheyenne (Wye.)	62.6	268
1	Johnstown (Pa.) Chattanooga (Tenn.)	293.6	78	196.	Colorado Springs (Colo.)	121.4	172	217. 193.	Hutchinson (Kans.)	60.0	260
	Peoria (III.)	281.2	79 80	172.	Anderson (Ind.)	121.1	173 174			60.0	289
1	Peoria (III.) Spokane (Wash.)	278.9	81	143.	Lexington (Ky.) Anderson (Ind.) Springfield (Mo.)	120.4	176	260.	Rapid City (S. D.)	60.0	269
1	Bakersheld (Gal.)	276.5 276.4	82			116.5 115.1	176	170. 236.	Albany (Ga.) Marion (Ohio) Galesburg (III.)	58.2 58.1	272
	Duluth-Superior (MinnWisc.)	272.1	84 85	184.	Bangor (Me.) Biloxi-Gulfport (Miss.)	115.0	177 178	211.	Galesburg (III.)	57.5	274
	Reading (Pa.)	270.0	85	132.	Santa Barbara (Cal.)	114.0	179	195.	Clinton (Iowa) Midland (Tex.)	55.7	275
1	Davenport-Rock Island-Moline (lowa-III.)	287.1	88	137.	Sloux City (lowa)	114.0	179	240.	Sarasota (Fia.)	54.3 53.6	276
1	(fowa-III.) Huntington-Ashland (W. Va			38		112.6	182	237.	Sarasota (Fia.) Mason City (Iewa).	52.1	278
1	Ohio). Augesta (Ga.) Trenton (N. J.) Charlotte (N. C.)	265.7 265.6	87	219.	Jeplin (Me.) Danville (Va.) Green Bay (Wisc.)	112.0	183 184	283	Rochester (Minn.)	50.5	278
1								4577			-668

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Juliudian Industrias

THE GROWING GREENSBORO METROPOLITAN MARKET!

THE CITY ...

- ... which has over 1,000,000 people within a fifty mile radius!
- ... which is one of the top distributing centers in the South!
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THE ABC RETAIL TRADING AREA...

- ... which has 1/6th of North Carolina's families!
- ... which has 1/5th of North Carolina's Total Retail Sales!
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Figures from Federal Reserve Bank of Richmond and Sales Management Survey of Buying Power, 1858

Greensboro News and Record GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles—Kansas City

Households Ranking of Metropolitan County Areas

Estimates, 1/1/58, for Number of HOUSEHOLDS in Descending Order

ode No.	AREA and STATE	Estimates (thous.)	Group Rank	Code No.	AREA and STATE	Estimates (thous.)	Group Rank	Code No.	AREA and STATE	Estimates (thous.)	Grou
00.	New York-N. E. New Jersey			134.	Scranton (Pa.) Trenton (N. L.) El Paso (Tex.) South Bend (Ind.). Stockton (Cal.) Augusta (Ga.) Charlotte (N. C.) Lancaster (Pa.) Erie (Pa.) Fort Wayne (Ind.). Beaumont-Port Arthur (Tex.) Tusson (Ariz.) Evansville (Ind.). Corpus Christ (Tex.) Brockton (Mass.).	73.0	91	277.	Williamsport (Pa.) New Castie (Pa.) Portsmouth (Ohio). Texaricana (TexArk.) Lima (Ohio) Elmira (N. Y.) Banger (Me.). Elkhart (Ind.).	31.4	187
B3.	(N. YN. J.) Los Angelea-Long Beach (Cal.) Chicago (III.) Philadelphia (Pa.) Detroit (Wich.)	4,378.1 2,108.7	1 2	152. 45.	Trenton (N. J.)	71.7	92	244.	New Castle (Pa.)	31.3 31.3	189
28.	Chicago (IIL)	1,923.3	3 4	139.	South Bend (Ind.)	71.4	94	256. 273.	Texarkana (TexArk.)	31.1	191
06. 41.	Philadelphia (Pa.)	1,249.2	5	145.	Stockton (Cal.)	71.1 71.0	95 96	79.	Lima (Ohio)	31.0 31.0	192
30.	San Eranaluna Oakland (Cal.)	904 0	8	26.	Charlotte (N. C.)	70.7	97	178.	Banger (Me.)	30.9	194
18.	Pittsburgh (Pa.)	886.6 001.5	7 8	75. 46.	Erie (Pa.)	70.1 69.7	98	202.	Elkhart (Ind.)	30.7	195
4.	Beston (Mass.). Pittsburgh (Pa.). St. Leuis (Mo.). Washington (D. C.).	606.1	9	51.	Fort Wayne (Ind.)	69.1	100	101.	Ogden (Utah)	30.4	196
57. 30.	Cleveland (Ohio)	540.2 517.8	10	15. 153.	Tucson (Ariz.)	68.8	101	248. 57.	Green Bay (Wisc.)	30.4	196 198
12.	Baltimore (Md.) Minneapolis-St. Paul (Minn.) Buffalo (N. Y.) Houston (Tex.)	444.8 401.5	12 13	47.	Evansville (Ind.)	68.3	103	255. 184.	Port Huron (Mich.)	30.1	199
21.	Buffalo (N. Y.)	384.3	14	20.	Brockton (Mass.)	67.7 67.5	105	201.	Eau Claire (Wisc.)	30.0	200
84.	Houston (Tex.)	352.9	15	167.	Vack (Pa.)	65.9	106	171.	Ogden (Utah). Oshkosh (Wisc.). Oshkosh (Wisc.). Green Bay (Wisc.). Port Huron (Mich.). Biloxi-Guifport (Miss.). Eau Claire (Wisc.). Alexandria (La.). Durham (N. G.). Darville (IL). Bay City (Mich.). Pasco-Kennewick-Richland (Wash.). Fayetteville (N. C.). Gadsden (Ala.).	29.9 29.5	202
91.	Milwaukee (Wisc.)	343.1	16	104.	York (Pa.) Orlando (Fia.) Saton Rouge (La.) Lansing (Mich.) Albuquerque (N. M.) Binghamton (N. Y.) Bristol-Johnson City-Kingspert (TennVa.)	65.9	106	198.	Danville (III.)	29.4	204
29. 72.	Cincinnati (Ohio) Kansas City (Mo.) San Diego (Cal.) Seattle (Wash.) Portland (Ore.) Dallas (Tex.)	334.7 331.0	17	13. 76.	Lansing (Mich.)	64.2 63.7	108	14. 252.	Pasco-Kennewick-Richland	29.2	205
29.	San Diego (Cal.)	298.2	19	3.	Albuquerque (N. M.)	62.9	110	208.	(Wash.)	28.7 28.2	206 207
35.	Portland (Ore.)	292.2 282.0	20 21	16. 188.	Bristol-Johnson City-Kingsport	61.9	111	54.	Gadsden (Ala.)	28.2	207
8.	Dallas (Tex.)	281.7 247.8	22 23 24	58.	(TennVa.) Greensboro-High Point (N. C.)	59.8 59.1	112 113	185. 190.	Gadsden (Ala.). Bloomington (III.)	28.0 27.7	209
98.	Atlanta (Ga.). New Orleans (La.) Miami (Fla.) Denver (Colo.) San Bernardino-Riverside-	246.2	24	87.		58.8	114				
90. 39.	Miami (Fla.)	248.1 245.2	25 26	120. 82.	Rockford (III.) Lorain-Elyria (Ohio) West Palm Beach (Fla.) Greenville (S. C.)	58.4 57.3	115 116	200.	Florence-Sheffield-Tuscumbia- Muscle Shoals (Ala.)	27.5	211
28.	San Bernardino-Riverside-		1	159.	West Palm Beach (Fla.)	57.0	117	197.	Cumberland (Md.)	27.2	212
34.	Untario (Cal.)	229.6 210.9	27 28	59. 32.	Greenville (S. C.)	55.3 54.2	118 119	275. 258.	Provo (Utah)	26.9 26.8	213
12.	Louisville (Ky.) Providence-Pawtucket (R. I.)	210.5	29	24.	Columbus (Ga.)	54.0	120	238.	Michigan City (Ind.)	26.8 26.8	214
86.	Indianapolis (Ind.)		30	122.	Saginaw (Mich.)	52.8	121	269. 138.	Prove (Utah). Michigan City (Ind.). Sheboygan (Wisc.). Sioux Falls (S. D.). Bremerton (Wash.). Butte-Anaconda (Mont.).	26.6	216
48. 33.	Tampa-St. Petersburg (Fla.) Columbus (Ohio)	197.5 191.7	31 32	11.	Austin (Tex.) Hamilton-Middletown (Ohio)	51.9 51.5	122 123	187. 191.	Bremerton (Wash.)	28.4 26.4	218 218
63.	Hartford-New Britain (Conn.)	186.5	33	133.	Savannah (Ga.)	51.2	124	73.	Kenosha (Wisc.)	26.1	220
97.	New Haven-Waterbury (Conn.) Albany-Schenectady-Troy	183.9	34	110.	Portland (Me.)	50.9 50.6	125 126	175. 242.	Kenosha (Wisc.) Appleton (Wisc.) Monroe-West Monroe (La.)	25.6 25.5	221
	(N. Y.). Birmingham (Ala.). Rochester (N. Y.) Bridgeport-Stamford-Norwalk	178.9	35	245.	Eugene (Ore.) New London-Norwich (Conn.)	49.7	127	215.	Hagerstown (Md.)	25.1	223
17.	Rochester (N. Y.)	178.1 178.1	36	61.	Hampton-Newport News- Warwick (Va.) Manchester (N. H.). Winston-Salem (N. C.). Lakeland (Fla.) Lubbock (Tox.). Kalamazoo (Mich.) Macon (G.)	49.2	128	248. 261.	Newark (Ohio)	25.1 25.1	223
19.	Bridgeport-Stamford-Norwalk	176.8	38	88. 165.	Manchester (N. H.)	49.2 48.9	128 130	229.			226
37.	Dayton (Ohio)	174.0	39	226.	Lakeland (Fla.)	48.1	131	169.	Lebanon (Pa.)	24.6	227
52. 88.	Fort Worth (Tex.)	172.2 170.6	40	85. 71.	Lubbock (Tex.)	47.9 47.5	132 133	180. 223.	Bellingham (Wash.)	24.6 24.4	227
88.	Youngstown (Ohio)	169.4	42	86.	Macon (Ga.). Yakima (Wash.)	47.1	134	230.	Lafayette (Ind.) Lewiston-Auburn (Me.) Petersburg-Hopewell (Va.) Temple (Tex.)	24.4	229
27. 31.	San Antonio (Tex.)	163.3 161.7	43	279.		46.6	135	254. 272.	Temple (Tex.)	24.1	231 231
00.	Conn.) Dayton (Ohio) Fort Worth (Tex.) Worcester (Mass.) Youngstown (Ohio) San Antonio (Tex.) Nurfeik-Purtsmutk (Va.)	161.3	45	218.	Jamestown (N. Y.) Everett (Wash.) Santa Rosa (Cal.) Jackson (Wiss.) Modesto (Cal.)	46.6 46.6	135 135	174.	Anniston (Ala.)	24.1 24.1	231
07.			46	208.	Santa Rosa (Cal.)	46.5	138	280. 274.	Tyler (Tex.)	24.0	238
1.	Phoenix (Ariz.)	156.7 148.9	47 48	68.	Jackson (Miss.)	48.1 48.1	139 139	183. 247.	Tyler (Tex.) Billings (Mont.)	23.6	236 237
50.	Akron (Ohio)	142.8	49	80.	Lincoln (Nebr.)	45.8	141	213.	Odessa (Tex.)		
42.	Springfield-Holyoke (Mass.)	141.4 134.0	50	94.	Lincoln (Nebr.) Montgomery (Ala.) Benton Harbor-St. Joseph	45.7	142	276.	(N. DMinn.)	23.4	238 239
4.	Sacramento (Cal.)	132.7	52	141.	(Mich.) Springfield (III.) Atlantic City (N. J.). Columbia (S. C.)	45.5 45.5	143 143	262.	Wausau (Wisc.)	23.3	238
02.	(Pa.) Oklahoma City (Okla.) Omaha (Nebr.) Fall River-New Bedford (Mass.)	130.0	53	9.	Atlantic City (N. J.)	45.2	145	214.	Great Falls (Mont.). Parkersburg (W, Va.). Marion (Ind.). Huntsville (Ala.) Clarksburg (W. Va.). Middletown (Conn.). Konkokee (III).	23.1	241
03.	Omaha (Nebr.) Fall River-New Bedford (Mass.)	127.8 120.4	54 55	31.	Amarillo (Tex.)	45.1 44.8	146	251. 235.	Marion (Ind.)	22.8 22.6	242
46.	Syracuse (N. Y.) Jacksonville (Fla.) Tulsa (Okla.) Wichita (Kans.)	119.3	56 57	173.	Amarillo (Tex.). Ann Arbor (Mich.). Muskegon (Mich.). Boise (Idahe).	43.3	148	216.	Huntsville (Ala.)	22.5	244 244 246
69. 54.	Tulsa (Okla.)	118.0 107.2	58 50	243. 186.	Boise (Idahe)	43.3 43.1	148	194. 239.	Middletown (Conn.)	22.5 22.3	246
61. 96.	Wichita (Kans.)	105.7 104.9	60	253.		43.0	151	220.	Nitidatetown (Conn.) Kanikakee (Ilb.) Lynchburg (Va.) Paducah (Ky.) Auburn (N. Y.) La Crosse (Wisc.) Langview (Tex.) San Angelo (Tex.) Fort Smith (Ark.) Outner (Ill.)	22.0	247
			1	270.	Pensacola (Fis.) Spartanburg (S. C.). Waco (Tex.). Battle Creek (Mich.).	42.2	152	250.	Paducah (Ky.)	22.0	247
17.	Flint (Mich.)	104.8	61 61	156.	Battle Creek (Mich.)	42.0 41.9	153 154	176. 222.	La Crosse (Wisc.)	21.6	250 251
63.	Flint (Mich.) Wilkes-Barre-Hazlaton (Pa.)	104.4	63	151.	Topeka (Kans.)	41.9	154 156	231.	Lengview (Tex.)	21.6	251
56. 60.	Grand Rapids (Mich.)	103.3	64	109.	Salem (Ore.)	41.8 41.6	157	128. 50.	Fort Smith (Ark.)	21.5	253 254 256
25.	(W. VaOhio) Sait Lake City (Utah)	102.7 102.6	65	118.	Battle Creek (Wilch.) Topeka (Kans.) Pittsfield (Mass.) Salem (Ore.) Ruanoke (Va.) Ruleigh (N. C.) Altoona (Pa.) Springfield (Mo.)	40.9 40.2	158 159	259.	Quincy (III.)	21.3	256
53.	Fresno (Cal.)	102.5	67	115.	Altoona (Pa.)	39.9	160	278.	Wilmington (N. C.)	21.1	256
74.	Knoxville (Tenn.)	99.2	68	143.	Springfield (Mo.)	39.9 39.8	160 162	233.	Manitowec-Two Rivers (Wisc.).	20.7	257 258
34.	Wilmington (Del.)	96.1	70	23.	Cedar Rapids (lowa)	39.4	163 184 165	228.	Lawton (Okla.)	20.5	259
22. 57.	Poughkeepsie-Newburgh-	94.8	71	144. 172.	Springfield (Ohio)	39.1 37.9	165	264.	St. Cloud (Minn.)	19.8	260 261
	Beacon (N. Y.)	94.6	72				166	217.	Lawton (Okla.). Owensboro (Ky.). St. Cloud (Minn.). Hutchinson (Kans.).	19.6 19.5	261 263
17.	Tacoma (Wash.)	91.1	73 74	219. 114.	Racine (Wisc.)	37.5 37.1 37.0	167	221.			264
25.	Spokane (Wash.)	90.9	75	55. 132.	Joplin (Mo.)	37.0 37.0	168 168	266.	Sandusky (Ohio)	19.2	265 266
15.	Utica-Rome (N. Y.)	89.0	76	67.	Jackson (Mich.)	36.9	170	211.	Fargo (N. D.) Sandusky (Ohio) Rapid City (S. D.) Galesburg (III.)	18.8	266
19.	Brownsville-Harlingen-McAllen	88.8	77	225.	Jackson (Mich.) Leke Charles (La.) Asheville (N. C.)	36.5 36.3	171	224. 190.	Lafayette (La.) Burlington (Vt.) Marien (Ohie)	18.5 18.1	268 200
15.	(Tex.) Peoria (Iii.) Duluth-Superior (MinnWisc.)	87.1	78 79	38.	Decatur (III.) Sioux City (Iowa)	36.0	173	236.	Marion (Ohio)	17.9	270
3.	Chattanooga (Tenn.)	83.4	80	137. 158.	Waterloo (Iowa)	35.9 35.4	174 175	268.	Sarasota (Fla.)	17.6	271
10.	Des Moines (lows)		81	162.	Waterloo (lowa)	35.2 34.8	176	195. 193.	Clinton (Iowa) Cheyenne (Wyo.)	17.2 17.1	272
77.	Bakersfield (Cal.) Davenport-Rock Island-Meline	1		149.	Lexington (Ky.) Terre Haute (Ind.)	34.6	178	240.	Midland (Tex.) Mason City (Iowa)	16.5	274
16.	(Iowa-III.) Reading (Pa.) Johnstown (Pa.) Little Rock-North Little Rock	82.0 80.2	83	227. 95.	Las Vegas (Nev.)	34.2 33.8	179	237. 170.	Albany (Ga.)	15.1	275 276
70.	Johnstown (Pa.)	79.1	84 85					204.	Enid (Okla.) Tallahassee (Fia.)	15.7	277
81.	Little Rock-North Little Rock	76.6	86	200. 192.	Daytona Beach (Fia.) Champaign-Urbana (III.)	33.4 33.3	181 182	271.	Laredo (Tex.)	15.6 15.2	278 279
03.	(Ark.) Mobile (Ala.) Shreveport (La.) Huntington-Aehland	78.5	87	181.	Beloft-Janesville (Will)	32.8 32.5	182 183 184	263.	Laredo (Tex.)	14.0	280
36. 65.	Huntington-Ashland	74.7		212. 123.	Gastonia (N. C _o). St. Joseph (Ma _o). Mansfield (Ohio).	32.4	185		Tetal Above Metropolitan Areas	34,707.4	
	(W. VaOhie)	73.8	89	234.		31.9	186				

SALES come easier in the...

GROWING GREENSBORO METROPOLITAN MARKET!

ranks in the nation...

113th in number of families!

108th in total income!

83rd in total retail sales!

ranks in the south...

23rd in number of families!

20th in total income!

15th in total retail sales!

Figures from Sales Management Survey of Buying Power, 1958

Greensboro News and Record GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc. New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles—Kansas City

Per Hshld. Retail Sales Ranking of Metropolitan County Areas Estimates, 1957, for PER HOUSEHOLD RETAIL SALES in Descending Order

ode lo.	AREA and STATE	Estimates (add 000)	Group Rank	Cade No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Gr Ra
18.	Sarasota (Fla.) Rochester (Minn.) Miami (Fla.) Reno (Nev.) Trenton (N. J.) Greensbers-High Point (N. C.). Fargo (N. D.) Midland (Tex.) Atlantic City (N. J.) West Palm Beach (Fla.) Tallahassee (Fla.)	6.759	1	3.	Albuquerque (N. M.)	4,309	97	248.	Newark (Ohio)	3,895	19
33.	Rochester (Minn.)	6.032	2	131.	San Jose (Cal.)	4,306	98	182.	Newark (Ohio) Benton Harbor-St. Joseph		
30.	Miami (Fla.)	5,977	3 4	88.	Manchester (N. H.)	4,301	99	100	(Witch.)	3,892	19
12.	Trenton (N. J.)	5,733 5,681	5	142.	So ingfield-Holyake (Mass.)	4,301 4,295	101	128.	Ontario (Cal.)	3,890	19:
88.	Greensborg-High Point (N. C.)	5,617	6	40.	Albuquerque (N. M.) San Jose (Cal.) Manchester (N. H.) Monroe-West Monroe (La.) Sp ingfield-Holyoke (Mass.) Des Moines (Iowa) Lubbock (Tox.)	4,276	102	155.	San Bernardino-Hiverside- Ontario (Cal.) Utica-Rome (N. Y.) Parkersburg (W. Va.) Providence-Pawtucket (R. I.) Asheville (N. C.) Elmira (N. Y.)	3,890	193
17.	Midland (Tex.)	5,602 5,520	8	85. 126.	Lubbock (Tex.) San Angelo (Tex.) Lancaster (Pa.)	4,274	103	251. 112.	Providence-Pawtucket (R. I.)	3,890	193
9.	Atlantic City (N. J.)	5.364	9	75.	Lancaster (Pa.)	4,265	105	7.	Asheville (N. C.)	2 070	197
19.	West Palm Beach (Fla.)	5,302	10					203.		3,879	19
1.	Reidmonart-Stamford-Marwall	5,234	11	44. 105.	Durham (N. C.)	4,265 4,259	105	248. 93.	Oshkosh (Wisc.) Mobile (Ala.) Richmend (Ind.) Richmend (Ind.) Charleston (W. Va.) Owensboro (Ky.) New Orleans (La.) Heading (Pa.) Ogden (Utah) Lincoln (Nebr.) San Antonio (Tex.) Worcester (Mass.)	3,878 3,874	199
	(Conn.) Las Vegas (Nev.) Fort Lauderdale (Fla.)	5,229	12	192.	Peoria (III.) Champaign-Urbana (III.)	4,257	108	262.	Richmond (Ind.)	3,869	20
7.	Las Vegas (Nev.)	5,225 5,140	13	4.		4 040	100	25.	Charleston (W. Va.)	3,888	20
33.	Hartford-New Britain (Conn.)	5,116	15	214.	(Pa.) Great Falls (Mont.) Columbia (S. C.) Kansas City (Mo.) Lebanon (Pa.) Syracuse (N. Y.) Springfield (Ohio) Elkhart (Ind.)	4,246 4,239	110	249. 98.	New Orleans (La.)	3,865 3,856	20
				72.	Columbia (S. C.)	4,236	111	116.	Reading (Pa.)	3,850	20
15.	Dallas (Tex.)	5,068 4,985	16 17	229. 146.	Lebanon (Pa.)	4,231	112	101.	Lincoln (Nehr.)	3,840	20
13.	Enid (Okla.) Grand Forks-East Grand Forks			144.	Syracuse (N. Y.)	4,229	114	127.	San Antonio (Tex.)	3,824	20
8.		4,979	18 19	202.	Springfield (Ohio)	4,229	114	166.	Worcester (Mass.) Manitowec-Twe Rivers (Wisc.)	3,808	20
7.	Green Bay (Wisc.)	4.938	20	186. 278.	Elkhart (Ind.)	4,225	116 117	233.		3,000	20
5.	Atlanta (Ga.). Green Bay (Wisc.). Raleigh (N. C.) Jacksonville (Fla.)	4,901	21	114.	Boise (Idaho). Wilmington (N. C.). Racine (Wisc.). Waterloo (Iowa).	4.222	118	129.	San Diege (Cal.) Spokane (Wash.) Huntsville (Ala.)	3,801	21
9.	Jacksonville (Fla.)	4,890 4,880	22 23	158.	Hacine (Wisc.)	4,220	119 120	140. 216.	Spokane (Wash.)	3,796 3,785	21:
2.	Dubuque (Iowa)	4,868	24	64.		4,218		133.	Savannah (Ga.)	3,779	21
9.	Odessa (Tex.) Dubuque (Iowa) Middletown (Conn.)	4,861	24 25 26	211.	Houston (Tex.)	4,215	121	55.	Galveston (Tex.)	3,774	21
4.	Orlando (Fla.)	4,785	26 27	107.	Galeshurg (III.)	4,214	122 123	197. 221.	Huntsville (Ala.) Savannah (Ga.) Galveston (Tox.) Cumberland (Md.) Kokomo (Ind.) Greenville (S. C.) Kenosha (Wisc.) Aubura (N. Y.) Terre Haute (Ind.) Battle Creek (Mitch.) Brockton (Mass.)	3,773	21
0.	Kankakee (III.)	4,764	28	230.	Phoenix (Ariz.). Beloit-Janesville (Wisc.)	4,200	124	59,	Greenville (S. C.)	3,747	21
5.	Kankakee (III.) Salt Lake City (Utah) Charlotte (N. C.)	4,741	29 30	145. 169.	Stockton (Cal.)	4,200 4,189	124 126	73. 176.	Auburn (M V)	3,744 3,741	21
				56.	Abilene (Tex.)	4,189	126	149.	Terre Haute (Ind.)	3,732	22
5.	Clinton (Iowa) Santa Barbara (Cal.)	4,688	31	99.	Abilene (Tex.) Grand Rapids (Mich.)	4,181	128	179.	Battle Creek (Mich.)	3,731	22
2.	Amarillo (Tex.)	4,678	32	193.	New York-N. E. New Jersey (N. YN. J.) Cheyonne (Wyo.) Telede (Ohio) Corpus Christi (Tex.) Marion (Ohio)	4.175	129	20. 185.	Brockton (Mass.) Bloomington (III.) Sheboygan (Wisc.)	3,709 3,765	22
4.	Amarillo (Tex.) Petersburg-Hopewell (Va.) Washington (D. C.)	4,650	33 34	150.	Cheyenne (Wyo.)	4,172	130	269.	Sheboygan (Wisc.)	3,703	22
7.	Washington (D. C.)	4,634	35 36 37	34.	Telede (Ohio)	4,171	131				
6.	Lafayette (La.) Indianapolis (Ind.)	4,622	37	236. 103.	Marion (Ohio)	4,170 4,165	132 133	65.	Huntington-Ashland (W. VaOhio)	3.697	22
5.	Hagerstown (Md.) Tampa-St. Petersburg (Fla.) Rockford (III.) Pensacola (Fla.)	4,598	38	102.	Marion (Ohio) Omaha (Nebr.) Oklahoma City (Okla.)	4,158	134	27.	Chattanooga (Tenn.)	3,688	22
8.	Tampa-St. Petersburg (Fla.)	4,595	39	409	Oklahoma City (Okla.)	4,147	135	86.		3,683	22
	Pensacola (Fla.)	4,595 4,591	39 41	137. 162.	Sioux City (Iowa)	4,138	136	265. 100.	Salem (Ore.) Narfolk-Portsmouth (Va.) Anderson (Ind.)	3,682 3,678	221
1.	Pensacola (Fia.) Daytona Beach (Fia.) Bangor (Me.) Longview (Tex.) Portland (Me.)	4,587	42	71.	Sioux City (Iowa)	4,132	137	172.	Anderson (Ind.)	3,667	23
	Bangor (Me.)	4.582	43 44	67.	Kalamazoo (Mich.)	4,128	138	228.	Lawton (Okla.)	3,658	23:
	Portland (Me.)	4,579	45	38.	Jackson (Mich.) Davenport-Rock Island-Moline	4,121	139	272. 111.	Portland (Ore.)	3,654 3,648	23
	4 49 444			11.		4,118	140	218.	Lawton (Okla.) Temple (Tex.). Portland (Ore.) Jamestown (N. V.) Joplin (Mo.). Zanesville (Ohlo) Yakima (Wash, Eugene (Ore.). Evansville (Ind.).	3,645	238
	Lynchburg (Va.) Modeste (Cal.) Boston (Mass.) Denver (Colo.) New Haven-Waterbury (Conn.)., Appleton (Wisc.) Detroit (Mich.)	4,564 4,562	46	165.	(Towa-III.) Austin (Tex.) Winston-Salem (N. C.) Buffalo (N. Y.) Watertown (N. Y.) Santa Rosa (Cal.) Harrisburg (Pa.)	4,113	141	219.	Joplin (Mo.)	3,629	231
	Boston (Mass.)	4,552	47 48	21. 275.	Buffalo (N. Y.)	4,110 4,104	142	280.	Yakima (Wash.)	3,624	231
	Denver (Colo.)	4.549	49	267.	Watertown (N. Y.)	4,092	144	205.	Eugene (Ore.)	3,604	231
	New Haven-Waterbury (Conn.)	4,545 4,540	50 51	62. 225.	Santa Rosa (Cal.)	4,088	145 148	47.	Evansville (Ind.)	3,585	241
	Detroit (Misc.) Canton (Ohio) Nashville (Tenn.)	4.538	52	51.	Lake Charles (La.)	4,081	146 148	143.	Springfield (Mo.) St. Joseph (Mo.) Bristol-Johnson City-Kingsport	3,581 3,581	241
2.	Canton (Ohio)	4,533	53	238.	Fort Wayne (Ind.)	4,080	148	123.	St. Joseph (Mo.)	3,581	241
3.	Decatur (III.)	4,532 4,532	54 54	135.	Harrisburg (Pa.) Lake Charles (La.) Fort Wayne (Ind.) Michigan City (Ind.) Seattle (Wash.)	4,066 4,068	149 150	188.	Briston-Johnson City-Kingsport (Tenn-Ve.) Hutchinson (Kans.) Birmingham (Ais.) Muncie (Ind.) Wausau (Wisc.) Charleston (S. C.) Quincy (III.) Altoona (Pa.) Little Rock-North Little Rock (Ark.)	3.574	243
1.	Voungstown (Ohio) Wilmington (Del.) Columbus (Ohio)	4.528	56	2.				217.	Hutchinson (Kans.)	3.567	24
1.	Columbus (Obio)	4,523	57 58	108.	Albany-Schenectady-Troy (N. Y.)	4,058 4,055	150 152	17.	Muncie (Ind.)	3,563 3,559	24
1.	Burlington (Vt.) Sioux Falls (S. D.)	4.513	59	139.	Pittsburgh (Pa.) South Bend (Ind.) Wheeling-Steubenville (W. VaOhio)	4,055	152	95. 276.	Wausau (Wisc.)	3,539	24
3.	Sioux Falls (S. D.)	4,511	60	160.	Wheeling-Steubenville			24.	Charleston (S. C.)	3,532	241
3.	Chicago (III.)	4.510	61	154.	Tulsa (Okla)	4,052 4,050	154 155	259.	Altoona (Pa.)	3,531 3,516	25
i.	Flint (Mich.)	4,489	62	46.	Erie (Pa.)	4.049	156	81.	Little Rock-North Little Rock		
	Memphis (Tenn.)	4.487	63	208.	Erie (Pa.) Fayetteville (N. C.) Rochester (N. Y.) Eau Claire (Wisc.)	4,046	157		(Ark.) New Castle (Pa.)	3,506	251
	Akron (Ohio)	4,486	64 65	119.	Fau Claire (Wisc.)	4,036 4,034	158 150	244.	Laredo (Tex.)	3,497 3,475	253 253
	Springfield (III.)	4.485	65		San Francisco-Oakland (Cal.)	4.031	160	184.	Laredo (Tex.) Bilexi-Gulfport (Miss.)	3,472	254
	Flint (Mich.) Memphis (Tenn.) Milwaukee (Wisc.) Akron (Ohio) Springfield (III.) Fort Smith (Ark.) Lins (Ohio)	4,480	67	29.	Cincinnati (Ohio)	4,031	160	147.	Tacoma (Wash.)	3,485	28
-	Lima (Ohio) Bakersfield (Cal.)	4,479	68 69	14. 37.	San Francisco-Oakiand (Cat.) Cincinnati (Ohio) Bay City (Mich.) Dayton (Ohio) Lorain-Elyria (Ohio) Hampton-Newport News	4,029 4,026	162 163	277.	Williamsport (Pa.)	3,440	250
	Billings (Mont.)	4,478	70	82.	Lorain-Elyria (Ohio)	4,016	164	212.	Gastonia (N. C.). Fall River-New Bedford (Mass.).	3,410	25
-	Sacramento (Cal.) New London-Norwich (Conn.)	4,475 4,468	71 72	61.	1.10111/hfmit_ianahmi f ianao.	4,807	165	48. 191.	Fall River-New Bedford (Mass.). Butte-Anaconda (Mont.)	3,408 3,397	25i
	Sandusky (Ohio)	4,453	73		Warwick (Va.)	4,007	100	250.	Paducah (Kv.)	3,389	26
	Richmond (Va.)	4,445	74	226.	Lakeland (Fla.)	4,006	166	70.	Iohnstown (Pa.)	3,329	261
	Mason City (Iowa)	4,444	75	60. 274.	Hamilton-Middletown (Ohio)	3,999 3,994	167 168	134. 252.	Scranton (Pa.) Pasco-Kennewick-Richland	3,321	267
	Fresno (Cal.)	4,428	76	74.	Tyler (Tex.) Knoxville (Tenn.)	3,989	160		(Wash.)	3,312	263
	Fresno (Cal.) Rapid City (S. D.) Beaumont-Port Arthur (Tex.)	4,423	77	113.	Pueblo (Colo.) Clarksburg (W. Va.)	3,989	169	54.	(Wash.) Gadsden (Ala.)	3,295	264
-	Ann Arbor (Mich.)	4,421	78 79	194. 256.	Port Huron (Mich.)	3,984 3,975	171 172	258. 32.	Provo (Utah) Columbus (Ga.)	3,289	26 26
. 1	La Crosse (Wisc.)	4,415	80	161.	Wichita (Mans.)	3,973	173	171.		3,262	26
	Roanoke (Va.) Minneapolie-St. Paul (Minn.)	4,393	81	68.	lackson (Miss.)	3,973	173	209.	Florence-Sheffield-Tuscumbia- Muscle Shoals (Ala.)	3,238	26
	St. Cloud (Minn.)	4,391	82 83	156. 106.	Waco (Tex.) Philadelphia (Pa.) Topoka (Kans.)	3,963 3,961	175 176	199.	Danville (Va.)	3,225	26
	Baton Rouge (La.) Pittsfield (Mass.)	4,381	83 84 85	151.	Topeka (Kans.)	3,955	177	235.	Marion (Ind.)	3,216	27
-	Pitisfield (Mass.)	4,378	85 86	198.	Danville (III.) Binghamton (N. Y.)	3,947 3,940	178 179	163.	Wilkes-Barre-Hazieton (Pa.)	3,214	27
		4,369 4,367	88	16.	Saginaw (Mich.)	3,940	180	174.	Australia (Ala)	3,193	27
	Madison (Wisc.) Colorado Springs (Colo.)	4,385	88					10.	Augusta (Ga.)	3.134	27
	Poughkeepsie-Newburgh- Beacon (N. Y.)	4.384	89	136. 153.	Shreveport (La.)	3,930 3,926	181 182	206. 187.	Bromerton (Wash.)	3,113 3,020	27
.	Lansing (Mich.)	4,361	90	124.	Tucson (Ariz.) St. Louis (Mo.) Duluth-Superior (MinnWisc.)	3.918	183	256.	Portsmouth (Ohio)	2,978	27
				43.	Duluth-Superior (MinnWisc.).	3,918	183	270.	Spartanburg (S. C.)	2.837	27
1.	Albany (Ga.) Mansfield (Ohio)	4,340 4,338	91 92	243.	Muskegon (Mich.)	3,118	183 186	273. 189.	Anniston (Alm.) Augusta (Ga.) Everett (Wash.) Bremerton (Wash.) Pertsmouth (Ohio) Spartanburg (S. G.) Texarkana (TexArk.) Brownsville-Harlingen-McAlion	2.771	27
10	Lexington (Ky.) Cedar Rapids (Iowa)	4,337	93 94	167.	York (Pa.) Louisville (Ky.) Fort Worth (Tex.)	3,899	187 188		(Tex.) Bellingham (Wash.)	2,892	27
		4.331		84.				180.		2.690	28

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- 6th IN THE NATION
 ... outranking Detroit,
 Cleveland and Dallas
- 3rd IN THE SOUTH
 ... outranking Atlanta,
 Jacksonville and Ft. Lauderdale
 - st IN THE CAROLINAS
 ... outranking Charlotte and
 Raleigh!

Figures from Sales Management Survey of Buying Power, 1958

Greensboro News and Record GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley Inc. New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles—Kansas City

Dollar Volume Ranking of Metropolitan County Areas Estimates, 1957, for TOTAL RETAIL SALES in Descending Order

ode No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Grou
99.	New York-N. E. New Jersey			93.	Mobile (Ala.) Shreveport (La.) South Bend (Ind.). Corpus Christil (Tex.) Erie (Pa.) Fort Wayne (Ind.) Baton Rouge (La.) Lansing (Mich.) Huntington-Aehland (W. VaOhio)	296,362	94	44.	Durham (N. C.)	125,803	188
83.	New York-N. E. New Jersey (N. YN. J.) Los Angeles-Long Beach (Cal.). Chicage (III.). Detroit (Mich.). Philadolphia (Pa.). Boston (Misse.). San Francisco-Oskiand (Cal.). Pittoburgh (Pa.). Washington (D. C.). Claveland (Ohio). St. Louis (Mo.). Baltimore (Md.). Ninneapolis-St. Paul (Minn.). Buffale (N. Y.). Milwaukee (Wisc.).	9,121,422	2	136. 139.	South Bend (Ind.)	293,544 289,562	95 96	113. 201.	Durham (N. C.). Pueblo (Colo.). Eau Claire (Wisc.). Muncle (Ind.). Elmira (N. Y.). Sioux Falls (S. D.). Spartanburg (S. C.). Port Huron (Mich.).	125,264 121,028	189
28. 41.	Chicago (III.)	8,674,138	3	34.	Corpus Christi (Tex.)	282,315 282,198	97 98	96. 203.	Muncie (Ind.)	120,288 120,250	191
06.	Philadelphia (Pa.)	4,948,606	5 6	46.	Fort Wayne (Ind.)	281,916	99	138.	Sioux Falls (S. D.)	119,992	193
18.	San Francisco-Oakland (Cal.)	3,944,481	6 7	13. 76.	Baton Rouge (La.)	281,287 277,788	100	270. 255.	Spartanburg (S. C.)	119,739 119,637	194 195
08.	Pittsburgh (Pa.)	2,804,251	8	65.	Huntington-Ashland	000 000			0	440 ARA	
57. 30.	Washington (D. C.)	2,503,361	10	3.	(W. VaOhio) Albuquerque (N. M.). Tucson (Ariz.) Little Reck-North Little Reck	272,833 271,040	102	268. 248.	Sarasota (Fla.) Oshkosh (Wisc.) Bay City (Mich.) Ogdon (Utah.) Grand Forks-East Grand Forks (N. DWilnn.) Appleton (Wisc.) Danville (III.) St. Joseph (Mo.) Hagerstown (Md.) Odlessa (Tex.) Fayettoville (N. C.) Petersburg-Hopewell (Va.) Gastonia (N. G.) Watertown (N. Y.) Monroe-West Monroe (La.)	118,954 117,886	196
24.	St. Louis (Mo.)	2,371,018	11 12	153.	Tucson (Ariz.)	269,700	104	14.	Bay City (Mich.)	117,638 116,748	198
92.	Minneapolis-St. Paul (Minn.)	1,763,103	13	81.	(Ark.)	266,560	105	213.	Grand Forks-East Grand Forks	110,740	
21.	Milwaukee (Wisc.)	1,577,242	14	120.	Bookford (III.)	268,371	106	175.	(N. DMinn.)	116,517	200
64.	Manager (Paul	4 402 004	16	70. 167.	Rickford (III.) Johnstown (Pa.) Vork (Pa.) Madison (Wisc.) Brockton (Mass.) Evansville (Ind.) Binghamton (N. Y.) Scranton (Pa.) Atlantic City (N. J.) Brownsville-Harlingen-McAllen (Tax.)	263,313 256,945	107	198. 123.	Danville (III.)	116,234 116,052 116,020	201 202
90.	Miami (Fla.)	1,470,987	17	87.	Madison (Wisc.)	256,756	109	215.	Hagerstown (Md.)	115,408	203 204 206 206 207
72.	Kansas City (Mo.)	1,400,326	18	20. 47.	Brockton (Mass.)	250,389 244,839	110 111	247. 208.	Favetteville (N. C.)	114,889	206
35.	Houston (Tex.) Wilami (Fla.) Kansas (Ely (Mo.) Cincinnati (Ohio) Dallas (Tex.) Atlanta (Ga.) Soattlie (Wash.) San Diego (Cal.) Denver (Colo.) Portland (Oro.) Hartford-Mew Britain (Conn.) New Orleans (La.)	1,326,213	20 21	16.	Binghamton (N. Y.)	243.907	112 113	254. 212.	Petersburg-Hopewell (Va.)	112,075 110,830	207 208
35.	Seattle (Wash.)	1,185,750	22	134.	Atlantic City (N. J.)	242,465 242,457	114	275.	Watertown (N. Y.)	110,073	200
29. 39.	San Diego (Cal.)	1,133,359	22 23 24	189.	Brownsville-Harlingen-McAllen	239.068	115	242.	Monroe-West Monroe (La.)	109,686	210
11.	Portland (Ors.)	1,028,701	25	110.	(Tex.)	233,048	116	244.	New Castle (Pa.)	100,448	211
63. 98.	New Orleans (La.)	954,127	26 27	82.	Augusta (Ga.)	230,129 222,485	117 118	238.	Fargo (N. D.)	108,981 108,684	212
66. 19.	Indianapolis (Ind.) Bridgeport-Stamford-Norwalk	934,631	27 28	245. 188.	Augusta (Ga.). New London-Norwich (Conn.)	222,075	119	239. 277.	Middletown (Conn.)	108,400 108,023	214
	(Cenn.)	924,558	29	100.	Bristol-Johnson City-Kingsport (TennVa.)	213,719	120	183.	New Castle (Pa.) . Michigan City (Ind.) . Pargo (N. D.) . Mildeltown (Gens.) . Williamsport (Pa.) . Billings (Worst.) . Lebanon (Pa.) . Bilonai-Gulfport (Wiss.) . Biloamington (II.) . Abliene (Tex.) . Cumberland (Wid.) . Leviston-Auburn (Me.) . Dubugue (Iowa) . Lynchburg (Va.)	105,622 104,922	216
48.	Tampa-St. Petersburg (Fla.)	907,532	30	11.		213,479	121	229.	Kankakee (III.)	104,922	217
28.	San Bernardino-Riverside-	893,141	31	88.	Austin (Tex.) Manchester (N. H.). Motieste (Cal.) Amarillo (Tex.) Saginaw (Mich.) Greenville (S. G.) Hamilton-Middletown (Ohio) Lubhock (Tex.)	211,589 210,325	122 123	184. 185.	Biloxi-Gulfport (Miss.)	104,149 103,748	219
33.	Ontario (Cal.) Columbus (Ohio) New Haven-Waterbury (Conn.).	866,897	32	6.	Amarillo (Tex.)	209,456	124	169.	Abilene (Tex.)	103,059	221
97. 84.	New Haven-Waterbury (Conn.). Louisville (Kv.)	835,890 822,121	33	122. 59.	Greenville (S. C.)	207,883 207,191	125 126	197. 230.	Lewiston-Auburn (Me.)	102,616 102,476	222
12. 68.	Louisville (Ky.) Providence-Pawtucket (R. I.)	816,675	35	60. 85.	Hamilton-Middletown (Ohio)	205,931 204,718	127 128	42.	Dubuque (fewa)	100,763 100,403	224 225
2.	Youngstown (Ohio) Albany-Schenectady-Trey	767,006		141.	Lubbock (Tex.)	204,058	129		Lynonous (vas)	100,400	1
19.	Albany-Schenetady-Troy (N. Y) Rochester (N. Y) Rochester (N. Y) Remphis (Tenn, Dayten (Ohio) San Jose (Cal.) Fort Worth (Tex.) Phoenix (Ariz.) Akron (Ohio) Worcester (Mass.)	725,887	37 38	165. 253.	Springfield (III.) Winston-Salem (N. C.) Pensacola (Fla.)	200,979 197,434	130 131	231. 269.	Lengview (Tex.) Sheboygan (Wisc.) Great Falls (Mont.)	98,951 98,513	226 227
89. 37.	Memphis (Tenn.)	703,150	39 40	61.	Hampton-Newport News-	197,132	132	214.	Great Falls (Mont.)	97,926 97,755	228 229
31.	San Jose (Cal.)	700,530 696,267	41	115.	Warwick (Va.)	197,005	133	73.	Kenosha (Wisc.)	97,711	230
52. 07.	Fort Worth (Tex.)	671,282 668,977	42	71.	Raleigh (N. C.) Kalamazoo (Mich.) Savannah (Ga.)	196,102 193,509	134 135	171. 50.	Fort Smith (Ark.)	97,530 95,864	231
1.	Akron (Ohio)	667,871	44		Labeland (Fla.)	100 700	1	274.	Tyler (Tex.)	95,845	233 234
	Worcester (Mass.)	649,594		226. 173.	Lakeland (Fis.). Ann Arbor (Mich.). Columbia (S. C.). Charleston (S. C.). Santa Rosa (Cal.). Jackson (Miss.). Pittsfield (Mass.). Eugene (Ore.). Boise (Idaho). Roanoke (Vs.). Las Vegas (Nev.). Montgomery (Als.). Columbus (Ga.). Benton Harber-St. Joseph	192,702 191,356	136 137	222. 223.	Great Falls (Mont.) Nowark (Ohlo) Konosha (Wisc.) Alexandria (La.) Fort Smith (Ark.) Tyler (Tox.) La Crosse (Wisc.) Lafayette (Ind.) Pasco-Kennewick-Richland	95,367 95,094	235
17.	Birmingham (Ala.) San Antonio (Tex.) Springfield-Holyoke (Mass.)	634,563 624,495	46 47	31.	Columbia (S. C.)	191,025 190,735	138	252.	Pasco-Kennewick-Richland	95,081	236
42.	Springfield-Holyoke (Mass.)	607,352	48	267.	Santa Rosa (Cal.)	190,074	140	256.	Portsmouth (Ohio)	93,213	237
21. 50.	Sacramento (Cal.)	399-512	49 50	68.	Pittsfield (Mass.)	183,140 182,999	141	54. 128.	(Wash.) Portsmouth (Ohio) Gadsden (Ala.) San Angelo (Tex.)	92,918 91,795	238
69.	Norfolk-Portsmouth (Va.)	593,308	51 52	205. 186.	Eugene (Ore.)	182,386 182,040	143	240.	Ividanu (10x.)	01,011	240
4.	Toledo (Ohio) Norfolk-Portsmouth (Va.) Jacksonville (Fla.) Allentown-Bethlehem-Easton	576,989		118.	Roanoke (Va.)	179,659	145	282.	Richmond (Ind.)	90,149	241
02.	Oklahoma City (Okla.)	539,085	53 54	227. 94.	Miontgomery (Ala.)	178,705 178,703	146	191. 194.	Richmond (Ind.) Butte-Anaconda (Mont.) Clarksburg (W. Va.) Danville (Va.) Wilmington (N. C.) Florence-Sheffeld-Tuscumbia- Muscle Sheals (Ala.)	89,686 89,637	242 243
03. 46.	Omaha (Nebr.)	531,398 504,539	55 56	32. 182.	Columbus (Ga.)	177,322	148	199. 278.	Danville (Va.)	89,341 89,083	244 245
25.	Omaha (Nebr.). Syracuse (N. Y.). Salt Leke City (Utah). Nashville (Tenn.).	486,442	57		(Mich.)	177,096	149	209.	Florence-Sheffield-Tuscumbia-	00,000	
96. 49.	Nashville (Tenn.)	475,429 470,451	58 59	80.	Lincoln (Nebr.)	175,245	150	251.	Parkersburg (W. Va.)	89,043 86,685	246
17.	Richmond (Va.)	465,791	60 61	196.	Colorado Springs (Colo.)	173,741 173,469	151 152	258. 272.	Provo (Utah)	88,140 88,070	248
53. 64.	Wilmington (Del.)	453.919 434.626	62	86. 132.	Santa Barbara (Cal.)	173,469	153	280.	Zanesville (Ohio)	87,341	250
54. 56.	Tulsa (Okla.)	434 .115 431 ,919	63 64	23.	Jamestown (N. Y.)	170,644 169,853	154 158	273. 264.	St. Cloud (Minn.)	86,172 85,915	251 252
22.	Nashville (Tonn.) Flint (Mich.) Richmond (Va.) Fresno (Cal.) Wilmington (Del.) Tutsa (Okla.) Grand Rapids (Mich.) Canton (Ohio) Wichita (Kans.) Wheeling-Steubenville (W. Va.—Ohio) Poughtkeepsie-Mewburgh- Boacon (M. Y.)	429,775	85	243.	Colorade Springs (Coto.) Macon (Sa.). Santa Barbara (Cal.). Codar Rapids (Iowa). Jamestown (N. Y.). Muskegon (Mich.). Yakima (Wash.). Waco (Tex.).	169,644	156	224.	Muscle Shoals (Ma.) Parkersburg (W. Va.) Prove (Utah) Prove (Utah) Temple (Tex.) Zanesville (Ohio) Texarkann (TexArk.) St. Cloud (Minn.) Lafayette (La.) Sandusky (Ohio) Huntsville (Ala.)	85,506	253 254 255
61. 60.	Wheeling-Steubenville	419,932	66	279. 156.	Waco (Tex.)	168,094 166,451	157 158	286. 216.	Huntsville (Ala.)	85,492 85,166	255
57.	Poughkennsie-Mawhursh	416,091	67	151.	Waco (Tex.) Topeka (Kans.) Springfield (Ohio)	165,728 185,365	159 160	283.	Rochester (Minn.)	84,442	286
48.		412,802	68	38.		163,153 156,574	161 162	260.	Hapid City (S. D.)	83,156	257 258
52.	Fall River-New Bedford (Mass.) Trenton (N. J.)	410,353	70	114.	Racine (Wisc.) Battle Creek (Mich.) Daytona Beach (Fla.)	156,311	163	178.	Auburn (N. Y.)	82,449 81,938	250
82.	Trenton (N. J.) Harrisburg (Pa.) Knoxville (Tenn.) Fort Lawferdale (Fin.)	399,123 395,703	71 72	200. 285.	Daytona Beach (Fla.)	153,215 153,173	164 165	190. 271.	Auburn (N. Y.) Burlington (Vt.) Tallahassee (Fla.)	81,690	260 261
10.	Fort Lauderdale (Fla.)	377,292	73 74					195.	Clinton (Iowa)	80,637 79,732	262
05. 77.	Peoria (III.) Bakersfield (Cal.)	370,963 368,087	74 75	67. 78.	Jackson (Mich.)	152,054 150,934	166 167	187.	Galesburg (III.)	79,732	263 264
40.				57.	Lexington (Ky.)	149,621	168 169	233.	Galesburg (III.)	78,440 78,268	264 265 266
25.	Des Meines (Iows)	356,209 351,587 346,188	78 77	158. 225.	Waterioe (lowa). Lake Charles (La.). Sioux City (lowa). Wichita Falls (Tex.)	149,304 148,958	170	174.	Enid (Okla.) Anniston (Ala.) Owensbere (Ky.)	76,951	267
55. 40.	Utica-Rome (N. Y.)	346,188 345,706	78 79	137. 162.	Sioux City (Iowa)	148,463 145,443	171 172	249. 259.	Owensbere (Ky.)	76,534 75,205	268 209
36.	Spokane (Wash.). Davenport-Rock Island-Moline	227 020		206.	Everett (Wash.)	145,086 143,903	173	228.	Quincy (III.)	74,999	270
83.	(Iowa-III.) Wilkes-Barre-Hazieten (Pa.)	337,639 335,490	80	261. 143.	Reno (Nev.) Springfield (Mo.) Champaign-Urbana (III.)	142,865	174 175	238.	Marion (Ohio)	74,552	271
28. 58.	Charlotte (N. C.) Greensboro-High Point (N. C.)	335,100 331,962	82	192. 178.	Champaign-Urbana (III.)	141,758	176	250. 221.	Paducah (Ky.)	74,111	272
43.	Duluth-Superior (MinnWisc.).	327,547	83 84	7.	Asheville (N. C.)	141,594 140,797	177 178	235.	Marion (Ind.)	73,260 72,681	274
47. 04.	Tacoma (Wash.)	327,062 314,800	85 86	5.	Bangor (Me.) Asheville (N. C.) Altoona (Pa.) Galveston (Tex.)	140,302 139,651	179 180	237. 193.	Marion (Ind.) Mason City (Iowa) Cheyenne (Wyo.) Hutchinson (Kans.)	72,441 71,346	278 278
45. 16.	El Pasa (Tay.)	309.911	87	172.	Anderson (Ind.)	138,989	181	217. 170.	Hutchinson (Kans.)	69,907	277
27.	Reading (Pa.) Chattanooga (Tenn.) Beaument-Port Arthur (Tex.)	308,780	89	79.	Anderson (Ind.)	138,850	182	180.	Bellingham (Wash.)	86,181	279
15.	Beaumont-Port Arthur (Tex.)	304,155	90	234. 181.	Lima (Ohio) Mansfield (Ohio) Beloit-Janesville (Wisc.)	138,371 137,762	183 184	77.	Laredo (Tex.)	52,814	280
59.	West Palm Beach (Fla.)	302,193	91	219.	Joplin (Mo.) Elkhart (Ind.) Terre Haute (Ind.)	136,081	185		Total Above Metropolitan Areas	. 146,752,	967
75.	Lancaster (Pa.) Stockton (Cal.)	299,006 297,841	92	202.	Enchart (Ind.)	129,711 129,118	186 187				

TOTAL RETAIL SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 30 LARGER and 167 other METROPOLITAN MARKETS

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Families Rank	Families 1/1/58 (000)	Metropolitan Market	1957 Total Retail Sales (000)	Total Retail Sales Rank	1957 Over 1954* Gain (000)	1957 Over 1948* Gain (000)
113	59.1	GREENSBORO, N. C.	\$331,962	83	\$85,238	\$154,514
79	83.6	Duluth-Superior, MinnWis.	327,547	84	47,660	88,688
73	94.4	Tacoma, Wash.	327,062	85	43,818	108,777
84	80.2	Reading, Pa.	308,780	88	37,096	78,233
80	83.4	Chattanooga, Tenn.	307,582	89	38,462	109,733
87	76.5	Mobile, Ala.	296,362	94	60,500	126,565
89	73.8	Huntington-Ashland, W. VaKy.	272,833	102	49,839	97,980
86	76.6	Little Rock-N. Little Rock, Ark.	268,560	105	44,492	93,814
85	79.1	Johnstown, Pa.	263,313	107	40,588	52,984
91	73.0	Scranton, Pa.	242,465	113	18,731	37,197

. . . and 21 Larger Metropolitan Markets, including El Paso, Browns-Hrling-McAln, Beaumont-Port Arthur and Corpus Christi, Tex; Stockton, Cal., Lancaster, Erie and York, Pa; Baton Rouge, and Shreveport, La; Augusta, Ga; South Bend, Evansville, and Ft. Wayne, Ind.; Tucson, Ariz.; Brockton, Mass.; Orlando, Fla.; Lansing, Mich.; Alburquerque N. M.; Binghamton, N. Y.; and Bristol-Johnson City, Tenn.

... 2nd in the CAROLINAS' Metropolitan Markets



Families Rank	Families 1/1/58 (000)	Metropolitan Market	Total Retail Sales (000)	Retail Sales Rank	Over 1954* Gain (000)	Over 1948' Gain (000)
97	70.7	Charlotte, N. C.	\$335,100	82	\$72,889	\$151,134
113	59.1	GREENSBORO, N. C.	331,962	83	85,238	154,514
118	55.3	Greenville, S. C.	207,191	126	33,503	71,364
130	48.9	Winston-Salem, N. C.	200,979	130	45,585	103,974
159	40.2	Raleigh, N. C.	197,005	133	43,752	92,90
146	45.1	Columbia, S. C.	191,025	138	28,618	70,57
120	54.0	Charleston, S. C.	190,735	139	30,839	77,52
172	36.3	Asheville, N. C.	140,797	178	21,504	48,99
203	29.5	Durham, N. C.	125,803	188	23,515	35,67
152	42.2	Spartanburg, S. C.	119,739	194	9,338	18,97
207	28.2	Fayetteville, N. C.	114,093	206	14,250	60,93
184	32.5	Gastonia, N. C.	110,830	208	26,955	44,85
256	21.1	Wilmington, N. C.	89,083	245	9,253	34,50

* U.S. Bureau of Census Figures 1954 and 1948. All other figures Sales Management Survey of Buying Power 195

. \$801,490,000 RETAIL SALES IN GREENSBORD ABC



Greensboro News and Record GREENSBORO, NORTH CAROLINA

New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles—Kansas City

OVER 100,000 CIRCULATION DAILY - OVER 400,000 READERS DAIL

Dollar Volume Ranking of Metropolitan County Areas

Estimates, 1957, for FOOD STORE SALES in Descending Order

ode lo.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Grou
99.	New York-N. E. New Jersey			153.	Tucson (Ariz.)	69,037	92	197.	Cumberland (Md.)	29,601	187
83.	(N. YN. J.) Los Angeles-Long Beach (Cal.)	5,021,885	1	46.	Erie (Pa.) Stockton (Cal.)	68,959	0.2	143.	Springfield (Mo.) Wichita Falls (Tex.) Beloit-Janesville (Wisc.) Elkhart (Ind.)	29,377	188
8.	Chicago (III.)	1.971.279	2 3	145. 134.	Scranton (Pa.)	67,969 67,949	94 95 96	162. 181.	Beloit-Janesville (Wisc.)	28,796 28,723	189
6.	Chicago (III.) Philadelphia (Pa.) Detroit (Mich.)	1,187,966	4	70.	Johnstown (Pa.)	67,949 67,285	96	202.	Elkhart (Ind.)	28,661	191
1.	Boston (Mass.)	1,186,478	5 6	58. 159.	Scranton (Pa.) Scranton (Pa.) Johnstown (Pa.) Groensboro-High Point (N. C.) West Palm Beach (Fla.) Corpus (Print) (Tax)	66,571 65,723	97	95. 14.	Bay City (Mich.)	28,655 28,442	192
),	San Francisco-Oakland (Cal.)	942,842	7	34.		00,012	99	219.	Muncie (Ind.) Bay City (Mich.) Joplin (Me.) Sloux City (Iowa)	28,315	194
8.	Detroit (Mich.) Boston (Minss.) San Francisco-Oakland (Cal.) Pittsburgh (Pa.) Cleveland (Ohio) Washington (D. C., St. Louis (Mo.) Baltimore (Md.) Buffalo (N. Y.)	783,408	8 9	104.	South Bend (Ind.)	63,736 63,696	100	137.	Sloux City (lowa)	28,078	195
7.	Washington (D. C.)	607,889	10	75.	Lancaster (Pa.) Lorain-Elyria (Ohio) Brownsville-Harlingen-McAllen	62,685	102	192.	Champaign-Urbana (III.)	28,007	196
4.	St. Louis (Mo.)	593,231	11 12	82. 189.	Brownsylle-Hartinger-McAllen	62,030	103	230. 248.	Lewiston-Auburn (Me.). Oshkosh (Wisc.) Michigan City (Ind.)	27,968 27,828	197
1.	Buffalo (N. Y.) Minneapolis-St. Paul (Minn.)	498,530	13		(Tex.). Augusta (Ga.).	60,564	104	138.	Michigan City (Ind.)	27,781	199
12.	Minneapolis-St. Paul (Minn.) Milwaukee (Wisc.)	386,427 361,280	14 15	10.	Augusta (Ga.)	60,379	105	298. 268.	Danville (III.)	27,343 27,137	200
				16.	Binghamton (N. Y.)	60.035	106	277.	Michigan City (Ind.) Danville (Ili.). Sarasota (Fla.) Williamsport (Pa.) Kenosha (Wisc.) Terre Haute (Ind.) Durham (N. C.) St. Joseph (Mo.) Gadsden (Ala.) Odessa (Tex.)	27,119	202
4. 9.	Houston (Tex.) Cincinnati (Ohio)	360,527 335,049	16 17	76. 88.	Lansing (Mich.) Manchester (N. H.)	59,825 59,601	107 108	73. 149.	Terre Haute (Ind.)	28,891 26,648	203
0.	Miami (Fla.)	333,859	18	47.		58,617	109	44.	Durham (N. C.)	26,552	205
2.	Cincinnati (Onio) Miami (Fla.) Kansas City (Mo.) San Diego (Cal.) Seattle (Wash.) Dallas (Tex.) Atlanta (Ga.) Portland (Ore.) Denver (Colo.) Bridgeport-Stamford-Norwalk (Conn.)	271,964 270,689	19 20	26.	Charlotte (N. C.) Atlantic City (N. J.) Little Rock-North Little Rock	58,004 57,604	110 111	123. 54.	St. Joseph (Mo.)	26,425 26,386	206
5.	Seattle (Wash.)	266,075	21	81.	Little Rock-North Little Rock			247.	Odessa (Tex.) Pasco-Kennewick-Richland	26,330	208
5. 8.	Atlante (Ga.)	262,676	22 23	3.	(Ark.) Albuquerque (N. M.) Portland (Me.)	57,425 57,368	112 113	252.	Pasco-Kennewick-Richland	25,902	208
1.	Portland (Ore.)	262,234 257,423	24	110.	Portland (Me.)	56,419	114	175.	(Wash.) Appleton (Wisc.)	25,373	210
9.	Denver (Colo.)	252,213	25	120. 13.	Rockford (III.)	56,352 55,674	115 116	215.	Honnestown (Md.)	25,175	211
	(Conn.) San Bernardino-Riverside-	245,408	26	245.	Rockford (III.) Baton Rouge (La.) New London-Norwich (Conn.)	54,347	117	239.	Middletown (Conn.)	25,043	212
3.	San Bernardino-Riverside-	217.719	27	87. 167.		54.072	118	184.	Biloxi-Gulfport (Miss.)	24,900	213
3.	Ontario (Cal.) Hartford-New Britain (Conn.)	216.166	28	61.	York (Pa.) Hampton-Newport News-	52,850	119	220.	Kankakee (III.)	24,900 24,796	214 215
7.	New Haven-Waterbury (Conn.) Youngstown (Ohio)	210,413	29		Warwick (Va.)	52,543	120	275.	Watertown (N. Y.)	24,441 24,246	216
		205,699	30	253.	Pensacola (Fla.)	50,535	121	229.	Hagerstown (Md.) Middletown (Conn.) Biloxi-Guifport (Miss.) Newark (Ohio) Kankakee (III.) Watertown (N. Y.) Lebanon (Pa.) Fayetteville (N. G.) Butte-Anaconda (Mont.)	23,952	217
3.	Columbus (Ohio)	197,338	31	188.	Pensacola (Fla.) Bristol-Johnson City-Kingsport.			191.	Butte-Anaconda (Mont.)	23,927	219
8.	New Orleans (La.) Tampa-St. Petersburg (Fla.)	196,993 196,529	32 33 34	228.	Titsfeld (Fig.) Eugene (Ore.) Pittsfield (Ore.) Fort Wayne (Ind.) Muskeaper (Mich.)	50,323 49.807	122 123	261. 242.	Monroe-West Monroe (La.)	23,862 23,205	220 221
2.	Providence-Pawtucket (R. I.)		34	205.	Eugene (Ore.)	48,973	124	256.	Portemouth (Ohio)	23,000	222
4.	San Jose (Cal.)	192,871 186,622	35 36	109.	Fort Wayne (Ind.)	48,297 48,134	125 126	269.	Sheboygan (Wisc.)	22,997 22,805	223 224
2.	Providence-Pawtucket (R. I.) Louisville (Ky.) San Jese (Cal.) Albany-Schenectady-Troy (N. Y.) Indianapolis (Ind.) Rochester (N. Y.)	100,022			Muskegon (Mich. Charleston (S. C.) Hamilton-Middletown (Ohio)	47,883	127	194.	Clarksburg (W. Va.)	22,659	225
6.	Indianapolis (Ind.)	184,124 180,080	37 38	80.	Hamilton-Middletown (Ohio)	47,461 47,450	128	187.	Reemerton (Wash.)	22,804	226
9.	Rochester (N. Y.)	172,434	39	59.	Greenville (S. C.)	47,406	130	209.	Bremerton (Wash.)		
i.	Worcester (Mass.)	169,405 166,919	40 41	241. 173.	Modesto (Cal.)	47,388 46,481	131	274.	Muscle Shoals (Ata.)	22,492 22,168	227
1.	Akron (Ohio)	166,441	42	133.	Ann Arbor (Mich.) Savannah (Ga.) Benton Harber-St. Jeseph	45,825	133	251.	Parkersburg (W. Va.)	22.002	229
7.	Dayton (Ohio)	166,117 160,997	43 44	182.	Benton Harber-St. Jeseph	45.501	134	185. 169.	Abilene (Tex)	21,902 21,639	230
7.	Rochester (N. Y.) Worcester (M. S.) Worcester (Mass.) Sacramento (Cal.) Akron (Ohio) Dayton (Ohio) Phoenix (Arlz.) Birmingham (Ala.)	158,437	45	11.	(Mich.)	44,824	135	266.	Muscle Shoals (Ala.). Tyler (Tex.). Parkersburg (W. Via.) Bloomington (III.). Abilene (Tex.). Sandusky (Ohio). Lynchburg (Via.). Huntsville (Ala.). Alexandria (La.). Dubuque (Tox.). Brid (Oku.). Midland (Tox.). Enid (Oku.).	21,806	232
		1	46	010	Institute (N. M.)			232.	Lynchburg (Va.)	21.827	233 234
3.	Memphia (Tenn.)	156,047 151,441	47	267.	Jamestown (N. Y.) Santa Rosa (Cal.) Winston-Salem (N. C.) Columbus (Ga.) Kalamazoo (Mich.) Raleinio (N. C.)	43,765 43,748	136 137	171.	Alexandria (La.)	21,477 21,458	235
	Fort Worth (Tex.) San Antonio (Tex.)	144,744	48	165.	Winston-Salem (N. C.)	43.040	138 139	42.	Dubuque (Iowa)	21,212	236
9.	Norfolk-Portemouth (Va.)	144,168 142,915	49 50	32. 71.	Kalamazoo (Mich.)	42,950 42,909	140	240.	Enid (Okla.)	21,181 21,178	237
2.	Springfield-Holyoke (Mass.)	142,162	51	115.	Raleigh (N. C.)	42,284	141	200.	Enid (Okia.) Zanesville (Ohio) Prove (Utah)	21,063	239
0.	Springfield-Holyoke (Mass.) Toledo (Ohio) Allentown-Bethlehem-Easton	140,902	52	132. 122.	Santa Barbara (Cal.)	42,246 42,069	142 143	258.		20,878	240
	Syracuse (N. Y.)	133,844	53	227.	Kalamazoo (Mich.) Raleigh (N. C.) Santa Barbara (Cal.) Saginaw (Mich.) Las Vegas (Nev.) Battle Creek (Mich.) Soringfield (III.) Macon (Ga.) Mansfield (Ohio) Soringfield (Ohio) Racine (Wisc.)	41.298	144	222.	La Crosse (Wisc.)	20,713	241
8.	Fresno (Cal.)	124,512 119,980	54 55	179. 141.	Springfield (III.)	41,045 40,988	145 146	138. 213.	Grand Forks-East Grand Forks	20,686	242
2.	Oklahoma City (Okla.)	118,327	56	86.	Macon (Ga.)	40,840	147		(N. DMinn.)	20,619	243
D.	Fresno (Cal.) Oklahoma City (Okla.) Wheeling-Steubenville (W. VaOhio)	116,588	57	234.	Springfield (Ohio)	40,781 39,871	148	183. 128.	Billings (Mont.) San Angelo (Tex.) Danville (Va.) Anniston (Ala.)	20,537 20,475	244 245
2.	Canton (Ohio) Fall River-New Bedford (Mass.).	113,480 111,817	58	114.	Racine (Wisc.)	39,837	150	199.	Danville (Va.)	20,407	246
3.	Omaha (Nebr.)	111,817	59 80	68.	lackson (Miss.)	39,603	151	174.	Auhurn (N. V.)	20,204 20,136	247 248
				206.	Everett (Wash.)	39,583	152	262.	Richmond (Ind.)	19,940	249
7.	Poughkeepsie-Newburgh-	107,771	61	5. 156.	Altoona (Pa.)	39,178 38,977	153 154	249. 223.	Owensbero (Ky.)	19,753 19,736	250 251
3.	Poughkeepsie-Newburgh- Beacon (N. Y.)	106,082	62	118.	Jackson (Miss.) Everett (Wash.) Altoona (Pa.) Wace (Tex.) Roanoke (Va.) Yakima (Wash.) Lubheck (Tex.)	38,832	155	272.	Anniston (Alla.) Auburn (N. V.). Richmond (Ind.) Owensboro (Ky.) Lafayette (Ind.) Temple (Tex.) Fort Smith (Ark.) Wilmington (N. C.) Burlington (Vt.)	19,729	252
5.	Flint (Mich.)	105,377	63	279.	Yakima (Wash.)	38,832 38,575	155 157	50. 278.	Wilmington (N. C.)	19,720 19,574	253
	Flint (Mich.) Salt Lake City (Utah) Richmend (Va.) Grand Rapids (Mich.)	103,338	85	31.	Lubbock (Tex.) Columbia (S. C.) Green Bay (Wisc.)	38,223	158	190.	Burlington (Vt.)	19,423	254 255
1.	Grand Rapids (Mich.)	100,400 98,754	86 67	57. 188.	Green Bay (Wisc.)	37,583 38,692	159	231.	Longview (Tex.)	18.876	256
	Knoxville (Tenn.) Wilmington (Del.) Wilkes-Barre-Hazleton (Pa.)	97,863	68	55.	Boise (Idaho) Galvesten (Tex.) Bangor (Me.) Topeka (Kans.) Jackson (Mich.)	36,113	161	273.	Texarkana (TexArk.)	18,595	257
			69 70	178.	Banger (Me.)	35,925 35,923	162	214.	Great Falls (Mont.)	18,516	258 259
	Trenton (N. J.) Utica-Rome (N. Y.) Bakersfield (Cal.)	91,136	71	67.	Jackson (Mich.)	35,813	164	233.	Paducah (Ky.) Manitowoc-Two Rivers (Wisc.)	18.174	260
i.	Utica-Rome (N. Y.)	90,445	72	38.	Decatur (III.)	35,789	165	276.	Wausau (Wisc.)	17,994 17,511	261 262
	Tulsa (Okla.)	90,406 85,416	73 74	94.	Montgomery (Ala.)	35,693	166	259. 170.	Albany (Ga.)	17.215	263
).	Tulsa (Oxla.) Fort Lauderdale (Fla.)	85,084	75	6.	Amarillo (Tex.)	35,423	167	235.	Marion (Ind.)	17,189	264
	Wichita (Kans.)	84,754	76	255.	Port Huron (Mich.)	34,991 34,291	168 169	221.	Galesburg (III.)	17,135	265 266
	Wichita (Kans.) Duluth-Superior (MinnWisc.)	84,754 84,342 83,488	76 77	172		33,238 33,143	170 171	236.	Manipowos-I wo Privers (Wile.). Wausau (Wise.) Quiney (III.) Albany (Ga.) Marion (Ind.) Kokomo (Ind.) Galesburg (III.) Marion (Ohio) Espec (M. D.)	16,643 16,456	267 268
-	Harrisburg (Pa.)	83,488	78 79 80	23.	Pueblo (Colo.) Cedar Rapids (Iowa) Daytona Beach (Fla.) Salem (Ore.)	32,695	172	271.	Fargo (N. D.) Tallahassee (Fla.) Cheyenne (Wye.)	15,731	269
	Tacoma (Wash.)	81,891	80	200.	Daytona Beach (Fla.)	32,452	173 174	193.	Cheyenne (Wye.)	15,701	270
	Peoria (III.) Tacoma (Wash.) Spokane (Wash.) Roading (Pa.)	79,249 78,815	81 82	265.	Lima (Ohio)	32,151 32,147	175	195.	Clinton (Iowa)	15,486	271
	Mobile (Ala.) Beaumont-Port Arthur (Tex.)	11,001	83	7.	Asheville (N. C.) New Castle (Pa.) Elmira (N. Y.) Ogden (Utah) Gastonia (N. C.)	31,497	178	228.	Lawton (Okta.) Bellingham (Wash.) Rapid City (S. D.)	15,248	272
	Chattanooga (Tenn.)	77,255 76,526	84 85	244.	New Castle (Pa.)	31,107 30,406	177 178	189.	Rapid City (S. D.)	14,899 14,649	273 274
	Chattanooga (Tenn.)			101.	Ogden (Utah)	30,216	179	224.	Lafayette (La.) Hutchinson (Kans.)	14,507	275
	(lowa-III.)	76,236 72,050	86 87	212.		30,192	180	217.	St. Cloud (Minn.)	14,176	276 277
).	Brockton (Mass.)	71,753 71,215	88	158.	Waterloo (lowa)	30,167	181	237.	St. Cloud (Minn.) Mason City (Iowa) Laredo (Tex.) Rochester (Minn.)	13,493 13,152	278
5.	Brockton (Mass.). El Paso (Tex.). Shreveport (La.)	71,215 70,107	89	80. 270,	Lincoln (Nebr.) Spartanburg (S. C.) Petersburg-Hopewell (Va.)	30,024 29,958	182 183	77. 263.	Rachester (Mine.)	13,009	279 280
8.		10,107	00	254.	Petersburg-Hopewell (Va.)	29,938	184 185	-			200
5.	Huntington-Ashland		91	78. 225.	Lexington (Ky.)	29,778 29,688	185 186	1	Total Above Metropolitan Areas :	35,548,741	

FOOD STORE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 16 LARGER and 167 other METROPOLITAN MARKETS

83rd
MARKET
IN THE
NATION

(000)	Metropolitan Market	Food Store Sales (000)	Store Sales Rank	Over 1954* Gain (000)	Over 1948* Gain (000)
59.1	GREENSBORO, N. C.	\$66,571	97	\$18,190	\$32,810
67.7	Corpus Christi, Tex.	65,072	99	13,531	33,954
65.9		63,736	100	21,065	39,941
71.4		63,696	101	9,471	18,114
70.1	Lancaster, Pa.	62,685	102	8,384	18,446
71.0	Augusta, Ga.	60,379	105	8,550	35,681
68.3	Evansville, Ind.	58,617	109	15,560	20,905
76.6		57,425	112	10,343	24,465
65.9	York, Pa.	52,850	119	5,069	10,576
69.1	Ft. Wayne, Ind.	48,134	126	8,136	7,599
1	59.1 67.7 65.9 71.4 70.1 71.0 68.3 76.6 65.9 69.1	59.1 GREENSBORO, N. C. 67.7 Corpus Christi, Tex. 65.9 Orlando, Fla. 71.4 South Bend, Ind. 70.1 Lancaster, Pa. 71.0 Augusta, Ga. 68.3 Evansville, Ind. 76.6 Little Rock-N. Little Rock, Ark. 65.9 York, Pa.	59.1 GREENSBORO, N. C. 67.7 Corpus Christi, Tex. 65.9 Orlando, Fla. 71.4 South Bend, Ind. 70.1 Lancaster, Pa. 71.0 Augusta, Ga. 68.3 Evansville, Ind. 76.6 Little Rock-N. Little Rock, Ark. 65.9 York, Pa. 69.1 Ft. Wayne, Ind. 58,617 52,850 69.1 Ft. Wayne, Ind.	59.1 GREENSBORO, N. C. \$66,571 97 67.7 Corpus Christi, Tex. 65,072 99 65.9 Orlando, Fla. 63,736 100 71.4 South Bend, Ind. 63,696 101 70.1 Lancaster, Pa. 62,685 102 71.0 Augusta, Ga. 60,379 105 68.3 Evansville, Ind. 58,617 109 76.6 Little Rock-N. Little Rock, Ark. 57,425 112 65.9 York, Pa. 52,850 119 69.1 Ft. Wayne, Ind. 48,134 126	59.1 GREENSBORO, N. C. \$66,571 97 \$18,190 67.7 Corpus Christi, Tex. 65,072 99 13,531 65.9 Orlando, Fla. 63,736 100 21,065 71.4 South Bend, Ind. 63,696 101 9,471 70.1 Lancaster, Pa. 62,685 102 8,384 71.0 Augusta, Ga. 60,379 105 8,550 68.3 Evansville, Ind. 58,617 109 15,560 76.6 Little Rock-N. Little Rock, Ark. 57,425 112 10,343 65.9 York, Pa. 52,850 119 5,069 69.1 Ft. Wayne, Ind. 48,134 126 8,136

. . . and 7 other larger Metropolitan Markets, Baton Rouge, La., Lansing, Michigan, Albuquerque, N. M., Binghamton, N. Y., Bristol-Johnson City, Tenn., Browns-Hrling-McAln, Tex., and Charlotte, N. C.

. 1st in the CAROLINAS' Metropolitan Markets

MARKET IN THE SOUTH

Families Rank	Families 1/1/58 (000)	Metropolitan Market	Food Store Sales (000)	Food Store Sales Rank	1957 Over 1954* Gain (000)	1957 Over 1948 Gain (000)
113	59.1	GREENSBORO, N. C.	\$66,571	97	\$18,190	\$32,810
97	70.7	Charlotte, N. C.	58,004	110	14,403	23,416
120	54.0	Charleston, S. C.	47,461	128	8,739	17,533
118	55.3	Greenville, S. C.	47,406	130	8,219	17,753
130	48.9	Winston-Salem, N. C.	43,040	138	10,469	22,698
159	40.2	Raleigh, N. C.	42,284	141	9,944	23,133
146	45.1	Columbia, S. C.	38,223	158	6,194	16,256
172	36.3	Asheville, N. C.	31,497	176	5,379	12,200
184	32.5	Gastonia, N. C.	30,192	180	7,339	12,492
152	42.2	Spartanburg, S. C.	29,956	183	2,725	7,068
203	29.5	Durham, N. C.	26,552	205	5,219	9,712
207	28.2	Fayetteville, N. C.	23,952	218	3,260	12,989
256	21.1	Wilmington, N. C.	19,574	254	2,722	6,917

* U.S. Bureau of Census figures 1954 and 1948. All other figures Sales Management Survey of Buying Power 195

\$180,145,000 FOOD SALES

IN GREENSBORO ABC RETAIL TRADING AREA!



Greensboro News and Record GREENSBORO, NORTH CAROLINA

NEW York—Chicago—Detroit—Atlanta— In Francisco—Los Angeles—Kansas City

OVER 100,000 CIRCULATION DAILY - OVER 400,000 READERS DA

Dollar Volume Ranking of Metropolitan County Areas Estimates, 1957 for GEN'L. MDSE. STORE SALES in Descending Order

Code No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Grou
98. 28. 83. 106. 41. 18. 130.	New York-N. E. New Jersey (N. YN. J.) Chicago (III.) Los Angeles-Leng Beach (Cal.) Philadelphia (Pa.) Detroit (Mich.) Boston (Mass-Oakland (Cal.) Pittsburgh (Pa.)	621,149 448,569 432,814	1 2 3 4 5 6 7 8	78. 48. 75. 167. 116. 13. 15. 80. 93.	Lansing (Mitch.) Erie (Pa.) Lancaster (Pa.) York (Pa.) Reading (Pa.) Baton Rouge (La.) Beaumont-Port Arthur (Tex.) Lincoln (Nebr.) Mobile (Als.)	36,087	91 92 93 94 96 96 97 96 99	232. 162. 219. 270. 67. 277. 242. 198. 123.	Lynchburg (Va.). Wichita Falis (Tex.) Joplin (Mo.). Spartanburg (S. G.) Jackson (Wieh.). Williamsport (Pa.). Motoroe-Wost Monroe (La.) Darville (III.) St. Joseph (We).	15,273 14,973 14,861 14,827 14,774 14,484 14,450 14,302 14,322	187 188 189 190 191 192 193 194 195
30. 124. 12. 157. 92. 72. 8.	Cleveland (Ohio) St. Louis (Mo.) Saltimore (Md.) Washington (D. C.) Minneapolis-St. Paul (Minn.) Kansas City (Mo.) Atlanta (Ga.)	353,047 350,895 345,041	9 10 11 12 13 14	34. 3. 48. 134. 110. 153.	Mobile (Ala.) Corpus Christi (Tex.) Albuquerque (N. M.) Fall River-New Bedfard (Mass.). Scranten (Pa.) Portland (Me.) Tucson (Ariz.)	35,871 35,828 35,487 35,426 34,478 33,298	100 101 102 103 104 106	198. 222. 206. 223. 226. 200.	Colorade Springs (Cole.)	13,909 13,824 13,737 13,734 13,615 13,579	196 197 198 199 200 201
35. 91. 135. 29. 21. 64. 98. 66.	Dallas (Tex.) Milwaukee (Wiac.) Seattle (Wash.) Cincinnati (Ohio) Buffaio (N. Y.) Houston (Tex.) New Orleans (L.a.) Indianapolis (Ind.)	245,936 233,711 228,982 205,294 203,968 197,938 184,919	16 17 18 19 20 21 22 23	59. 136. 120. 155. 16. 165. 115. 189.	Greenville (S. C.). Shevesport (La.). Rockford (Ill.). Utics-Rome (N. Y.). Binghamton (N. Y.). Winston-Salem (N. G.). Raleigh (N. C.). Brownsville-Harlingen-McAllen (Tex.).	32,398 32,166 32,101 32,039 31,962 30,718 30,635	106 107 108 109 110 111 112	215. 214. 14. 258. 199. 56. 113. 172. 207.	Hagerstown (Md.) Great Falls (Mont.) Bay City (Mich.) Pown (Utah) Darville (Va.) Galveston (Fac.) Pueble (Golo.) Anderson (Ind.) Farge (N. D.)	13,509 13,499 13,499 13,395 13,254 13,066 13,044 12,972 12,922	202 203 203 205 206 207 208 209
39, 111, 33, 89, 129, 90, 63,	Denver (Coso.) Portland (Ore.) Columbus (Ohio) Memphis (Tenn.) San Diego (Cal.) Miami (Fla.) Hartford-New Britain (Conn.)	177, 687 171, 188 145, 690 141, 863 132, 763 131, 667 130, 558	24 25 26 27 28 29 30	47. 145. 141. 85. 140. 210.	(Tex.) Evansville (Ind.). Stockton (Gal.). Springfield (Ilf.). Lubbock (Tex.). Terre Haute (Ind.). Fort Lauderdale (Fla.). Augusta (Ga.).	29,476 28,956 28,834 28,806 28,638 28,247 27,638	114 115 116 117 118 119 120	114. 264. 275. 230. 96. 169. 50.	Racine (Wisc.) St. Cloud (Minn.) Watertown (N. Y.) Lewiston-Auburn (Me.) Muncie (Ind.) Abilene (Tex.) Fort Smith (Ark.)	12,890 12,839 12,787 12,770 12,527 12,396 12,345	210 211 212 213 214 215 216 217
148. 52. 2. 1. 168. 37. 84.	Tampa-St. Petersburg (Fla.) Fort Worth (Tsx.). Albany-Schenectady-Troy (N.). Akron (Ohio) Voungstewn (Ohio) Dayton (Ohio) Louisville (Ky.) Providence-Pawtucket (R. I.)	113,881 109,958 108,256 107,778	31 32 33 34 35 36 37 38	188. 186. 68. 87. 11. 137. 32.	Bristol-Johnson City-Kingsport (Tenn-Va.). Boise (Idaho). Jackson (Wiss.). Madison (Wiss.). Austin (Tex.). Sloux City (Iowa). Columbus (Ga.). Ronnolec (Va.).	27,619 26,402 26,368 26,277 25,518 25,348 25,018 24,485	121 122 123 124 125 126 127 128	203. 216. 249. 197. 224. 273. 190. 202.	Racine (Wisc.) St. Cloud (Minn.) Watertown (N. Y.) Lewisten-Auburn (Me.) Muncie (Ind.) Abliene (Fex.) Fort Smith (Ark.) Elmira (N. Y.) Huntsville (Ala.) Owensboro (Ky.) Cumberland (Md.) Lafayette (La.) Texarkana (TexArk.) Burlington (Vt.) Elkhart (Ind.)	12,276 12,233 12,169 12,028 11,831 11,763 11,704 11,660	218 219 220 221 222 223 224 225
119. 117. 127. 17. 150. 4.	Richester (N. Y.) Richmond (Va.) San Antonio (Tex.) Birmingham (Ala.) Tolede (Ohio) Allentown-Bethlehem-Easton (Pa.) (Ph.) (Valoria (Ph.)	105,862 99,330 94,656 94,114 89,182 89,167 90,953	39 40 41 42 43 44 45	78. 94. 6. 133. 38. 7. 122.	Mattison (Wisc., Austin (Tex.). Sloux City (Iowa). Columbus (Ga., Boanoke (Va.). Lexington (Ky.). Montgomery (Ala.). Amarillo (Tox.). Savannah (Ga.) Decatur (Ill.). Asheville (N. C.). Saginaw (Mich.).	24,485 24,379 24,248 24,096 24,069 23,905 23,847 23,671	129 130 131 132 133 134 135	185. 213. 184. 254. 220. 263. 194.	Bloomington (Ill.) Grand Forks-East Grand Forks (N. DWilno.) Blioxi-Guifport (Miss.) Petersburg-Hopewell (Va.) Kankakee (Ill.) Rechester (Wilnn.) Clarksburg (W. Va.) New Castle (Pa.) Gadsden (Als.)	11,652 11,539 11,458 11,455 11,325 11,262 11,182	228 227 228 229 230 231 232
142. 19. 128. 58. 97.	Springfield-Holyoke (Mass.) Bridgeport-Stamford-Norwalk (Conn.) San Bernardino-Riverside- Ontario (Cal.) Greensboro-High Point (N. C.) Now Haven-Waterbury	85,222 85,222 83,232 80,942 79,489	46 47 48 49 50	31. 79. 156. 86. 24. 267. 82. 88. 60.	Columbia (S. C.) Lima (Ohlo) Waco (Tex.) Macon (Ga.) Charleston (S. C.) Santa Rosa (Cal.) Lorain-Elyria (Ohio) Manchester (N. H.) Hamilton-Middelown (Ohio)	23,638 23,468 23,190 22,504 22,437 22,279 21,865 21,713 21,277	136 137 138 139 140 141 142 143 144	244. 54. 256. 247. 126. 209.	New Castle (Pa.) Gadsden (Ala.) Portsmouth (Ohio) Odessa (Tex.). San Angelo (Tex.) San Angelo (Tex.) Muscle Shoals (Ala.) Quincy (Ill.) Temple (Tex.).	11,152 11,025 10,986 10,989 10,865 10,865 10,761 10,737	233 234 235 236 237 238 239 240
125. 100. 146. 121. 96. 102. 131.	(Conn.) Salt Lake City (Utah) Norfolk-Portsmouth (Va.) Syracuse (M. Y.) Sacramento (Cal.) Nashville (Tenn.) Omaha (Nebr.) Sar Jose (Cal.) Grand Rapids (Mich.)	66,731 65,587 65,237	51 52 53 54 55 56 57 58	57. 109. 192. 150. 151. 279.	Green Bay (Wisc.) Pittsfield (Mass.) Champaign-Urbana (III.) West Palm Beach (Fla.) Topeka (Kans.) Yakima (Wash.)	21,274 21,122 21,060 20,376 20,201 20,184 20,132	145 146 147 148 149 150	238. 276. 256. 101. 239. 183. 191.	Michigan City (Ind.) Wausau (Wisc.) Port Huron (Mich.) Ogden (Utah) Middletown (Conn.) Billings (Mont.) Butte-Anacunda (Mont.) Hutchinson (Kans.)	10,554 10,437 10,282 10,282 10,090 10,035 10,004	241 242 243 244 245 246 247
74. 07. 66. 60.	Knoxville (Tenn.) Phoenix (Artz.) Worcester (Mass.) Wheeling-Steubenville (W. VaOhio) Tulsa (Okla.) Spokane (Wash.)		60 61 62 63 64 65	243. 61. 9. 178. 245. 23. 248.	Muskegon (Mich.) Hampton-Newport News- Warwick (Va.) Atlantic City (N. J.) Bangor (Me.) New London-Nerrwich (Cenn.) Cedar Rapids (Iowa) Oshkosh (Wisc.)	20,123 19,912 19,754 19,744 19,520 18,484 19,404 19,176	152 153 154 156 156 157 158 159	217. 229. 195. 132. 204. 231. 250. 221.	Hutchinson (Kans.) Lebanon (Pa.) Clinton (lowa) Santa Barbara (Cai.) Enid (Okia.) Longview (Tex.) Paducah (Ky.) Kokomo (Ind.)	9,901 9,891 9,867 9,651 9,496 9,393 9,376 9,302	248 249 250 251 252 263 254 255
52. 26. 64. 05. 25. 69. 51. 62. 61. 45.	(W. VaUnio) Tulsa (Okla.) Spokane (Wash.) Trenton (N. J.) Charlotte (N. C.) Wilmington (Del.) Peoria (Ill.) Jacksonville (Fla.) Fort Wayne (Ind.) Harrieburg (Pa.) Wichitz (Kans., El Paso (Tex.) Des Moines (low)	55,066 54,919 53,300 52,862 52,381	66 67 68 69 70 71 72 73 74 75	143. 71. 144. 158. 241. 225. 206. 253. 201.	Altoona (Pa.) Springfield (Mo.) Kalamazoo (Mich.) Springfield (Ohio) Waterloo (Iowa) Modesto (Cal.) Lake Charles (La.) Eugene (Ore.) Pensacola (Fia.) Eau Claire (Wisc.) Jamestown (N. Y.)	19,093 19,037 18,906 18,896 18,897 18,664 18,614 18,362 17,814	160 161 162 163 164 165 166 167 168	174. 278. 262. 233. 237. 236. 228. 274. 211.	Anniston (Ala.) Wilmington (N. C.) Wilmington (N. C.) Hichmond (Ind.) Manilowee-Two Rivers (Wisc.) Mason City (Iowa) Marion (Ohie) Lawton (Okla.) Tyler (Tex., Galesburg (III.) Bremerton (Wash.) Zanesville (Ohio) Pasco-Kennewick-Richiand (Wash.)	8,900 8,388 8,374 8,752 8,657 8,472 8,469 8,372 8,354 8,354	256 257 256 259 260 261 262 263 264 264 264 266
04. 70. 63. 43. 36.	Orlande (Fla.) Johnstown (Fa.) Wilkes-Barre-Hazleton (Pa.) Duluth-Superior (Minn,-Wisc.) Davenport-Rock Island-Moline	48,577 48,079 47,136 46,866	76 77 78 79	218. 44. 251. 269. 138. 234. 212.	Parkersburg (W. Va.) Sheboygan (Wisc.) Sioux Falls (S. D.) Mansfield (Ohio)	17,710 17,376 17,211 16,977 16,858 16,808 16,780	169 170 171 172 173 174 175	280. 252. 286. 77. 235.	Sandusky (Ohio)	8,102 7,985 7,908 7,884 7,745	287 288 288 270
49. 22. 81. 47. 77. 65.	(Washing) Canton (Ohio) Little Reck-North Little Reck (Ark.) Tacoma (Wash.) Bakersfield (Cal.) Huntington-Ashland	44,820 43,832	81 82 83 84 85	179. 176. 171. 182. 265.	Gastonia (N. C.) Battie Creek (Mich.) Appleton (Wisc.) Alexandria (La.) Benton Harber-St. Joseph (Mich.) Sulom (Ore.)	16,761 16,513 16,228 16,147 16,119	176 177 178 179 180	73. 248. 180. 176. 260. 271. 170.	Kenosha (Wise,) Newark (Ohio) Bellingham (Wash,) Auburn (N, V), Rapid City (S, D.), Talinhassee (Fla.) Albany (Ga.), Sarasota (Fla.) Cheyenne (Wyo,) Midland (Tex.)	7,639 7,613 7,181 6,554 6,247 5,802 5,516	271 272 273 274 276 276 277
39. 53. 57.	(W. VaOhio) South Bend (Ind.) Fresne (Cal.) Poughkeepsie-Newburgh- Beacen (N. Y.). Chattanooga (Tenn.)	42,210 41,285 40,992 40,857 39,885	86 87 88 89 90	208. 173. 42. 227. 261. 181.	Fayetteville (N. C.)	15,985 15,889 15,753 15,296 15,294 15,290	181 182 183 184 185 186	268. 193. 240.	Sarasota (Fla.) Cheyenne (Wyo.) Midland (Tex.) Total Above Metropolitan Areas	5,141 4,985 4,832 20,508,19	278 279 280

GENERAL MERCHANDISE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 64 LARGER and 167 other METROPOLITAN MARKETS!

83rd
MARKET
IN THE
NATION

Families Rank	Families 1/1/58 (000)	Metropolitan Market	1957 Gen. Mdse. Sales (000)	Gen. Mdse. Sales Rank	1957 Over 1954* Gain (000)	1957 Over 1948* Gain (000)
113	59.1	GREENSBORO, N. C.	\$80,942	49		\$31,956
34	183.9	New Haven-Waterbury, Conn.	79,489	50	\$31,610	43,292
45	161.3	Norfolk-Portsmouth, Va.	75,676	52	16,429	45,093
56	119.3	Syracuse, N. Y.	70,028	53	16,920	21,249
51	134.0	Sacramento, Calif.	69,889	54	22,254	34,337
54	127.8	Omaha, Neb.	66,731	56	9,940	22,561
44	161.7	San Jose, Calif.	65,587	57	25,875	35,276
46	159.0	Phoenix, Ariz.	62,555	60	18,811	26,051
41	170.6	Worcester, Mass.	60,973	61	17,319	19,361
57	118.0	Jacksonville, Fla.	54,919	70	15,960	22,445

... and 55 larger Metropolitan Markets, including Tulsa, Okla., Wichita, Kans., Nashville and Knoxville, Tenn:. Flint and Grand Rapids, Mich., Wilkes-Barre-Hazleton, Pa., Wheeling-Steubenville, W. Va., Ohio; Salt Lake City, Utah; Fresno, Calif.; and Fall River-New Bedford, Mass.

. . . 1st in the CAROLINAS' Metropolitan Markets

15th MARKET IN THE SOUTH

Families Rank	Families 1/1/58 (000)	Metropolitan Market	Gen. Mdse. Sales (000)	Gen. Mdse. Sales Rank	1957 Over 1954* Gain (000)	1957 Over 1948 ⁴ Gain (000)
113	59.1	GREENSBORO, N. C.	\$80,942	49		\$31,956
97	70.7	Charlotte, N. C.	57,285	66	\$19,176	27,119
118	55.3	Greenville, S. C.	32,398	106	6,389	11,355
130	48.9	Winston-Salem, N. C.	30,718	111	8,837	15,585
159	40.2	Raleigh, N. C.	30,635	112	8,580	15,935
172	36.3	Asheville, N. C.	23,847	134	4,021	7,347
146	45.1	Columbia, S. C.	23,638	136	4,928	9,479
120	54.0	Charleston, S. C.	22,437	140	3,247	11,22
203	29.5	Durham, N. C.	17,376	170	3,636	2,894
184	32.5	Gastonia, N. C.	16,780	175	9,856	9,654
207	28.2	Fayetteville, N. C.	15,985	181	2,704	7,11
152	42.2	Spartanburg, S. C.	14,827	190	2,037	29
256	21.1	Wilmington, N. C.	8,888	257	1,181	3,19

* U.S. Bureau of Census figures 1954 and 1948. All other figures Sales Management Survey of Buying Power 195

.... \$124,592,000 General Merchandise Sales IN GREENSBORD ABO



Greensboro News and Record GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles—Kansas City

OVER 100,000 CIRCULATION DAILY - OVER 400,000 READERS DA

Dollar Volume Ranking of Metropolitan County Areas Estimates, 1957, for APPAREL STORE SALES in Descending Order

No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Grou
99.	New York-N. E. New Jersey			105.	Peoria (III.)	18,663	94	230.	Lewiston-Auburn (Me.)	7,489	186
28.	(N. YN. J.)	1,944,881 648,998	1 2	11.	Peoria (III.) Austin (Tex.) Stockton (Cal.) Knoxville (Tenn.) Huntington-Ashland (W. VaOhie) Davenport-Rock Island-Moline	18,126	95 96	208. 113.	Lewiston-Auburn (Me.) Fayetteville (N. C.) Pueblo (Colo.) Farpe (N. D.) Sioux City (Iowa) Midland (Tex.) Mansfield (Ohio) Watertown (N. V.) Cumberland (Md.) Williamsport (Pa.)	7,454	187
33.	Chicago (III.) Los Angeles-Long Beach (Cal.). Philadelphia (Pa.)	548,562	3	74.	Knoxville (Tenn.)	17,357 17,347	97	207.	Fargo (N. D.)	7,344	189
11.	Detroit (Mich.)	280.478	5	65.	Huntington-Ashland	17,343	98	137. 240.	Sioux City (lews)	7,327 7,315	190
18.	Boston (Mass.) San Francisco-Oakland (Cal.)	283,240 240,482	6	36.	Davenport-Rock Island-Moline	40.000		234.	Mansfield (Ohia)	7,265	192
18.	Pittsburgh (Pa.)	174,632	8	51.	(lowa-III.) Fort Wayne (Ind.) Spokane (Wash.)	17,328 17,302	100	275. 197.	Gumberland (Md.)	7,248 7,045	193
7.	Washington (D. C.)	155,452 136,265	9	140.	Spokane (Wash.)	16,851	101	277.	Williamsport (Pa.)	7,032	195
30.	Pittsburgh (Pa.) Washington (D. C.) Miami (Fla.) Cleveland (Ohio)	132,918	10	46. 6.	Erie (Pa.) Amarille (Yex.) Winston-Salem (N. C.) Savannah (Ga.)	16,631 16,539	102	194.	Clarksburg (W. Va.)	6,955	196
24.			12	165. 133.	Winston-Salem (N. C.)	16,223 16,196	104 105	215. 265.	Hagerstown (Md.)	6,950	197
92. 12.	Buffalo (N. Y.) Minneapolis-St. Paul (Minn.) Baltimere (Md.)	113,668	14		and the country of th			223.	Clarksburg (W. Va.) Hagerstown (Md.) Salem (Ore, Lafayette (Ind.) Biloxi-Gulfport (Miss.)	6,873	199
			15	120. 76.	Rockford (III.) Lansing (Mich.) Albuquerque (N. M.) Tucson (Ariz.) Bakersfield (Cai.)	16,045 15,864	106 107	184. 95.	Muncie (Ind.)	6,841 6,840	200
64. 91.	Houston (Tex.)	91,204 88,535	16	3. 153.	Albuquerque (N. M.)	15,786 15,562	108	79. 156.	Lima (Ohio)	6,811 6,802	202
72.	Kansas City (Mo.)	80,741	18	177.	Bakersfield (Cai.)	15,161	110	254.	Petersburg-Hopewell (Va.)	6,788	204
29. 35.	Dailas (Tex.)	79,386 79,196	19 20	167. 75.	Vork (Pa.) Lancaster (Pa.) Saginaw (Wich.) Pensacola (Fla.) Responde (Wa.)	15,160 15,019	111 112	7. 263.	Asheville (N. C.)	6,726 6,717	205
97. 98.	Dallas (Tex.)	74,065 72,325	21	122.	Saginaw (Mich.)	14,901	113	192.	Champaign-Urbana (III.)	6,800	207
29.	New Orleans (La.)	67,203	22 23	253. 118.	Pensacola (Fla.)	14,888 14,796	114 115	188. 243.	Muskegon (Mich.)	6,589 6,498	208
12.	Providence-Pawtucket (R. I.)	86,328 86,078	24 25	88. 24.	Persacosa (Pia.) Risanoke (Va.) Manchester (N. H.) Charleston (S. C.) Binghamton (N. Y.) Brockton (Mass.) Brownsville-Harlingen-McAllen	14,715 14,665	116 117	186.	Muncie (Ind.). Lima (Ohie) Wace (Tex.) Petersburg-Hopewell (Va.) Asheville (N. C.) Rochester (Minn.). Champaign-Urbana (Ili.) Bloomington (Ili.) Muskegen (Mich.) Beise (Idahe)	6,448	210
19.	Atlanta (Ga.) Bridgeport-Stamford-Norwalk			16.	Binghamton (N. Y.)	14,603	118	14.	Bay City (Mich.)	6,430	211
2.	(Conn.)	65,458	26	20. 189.	Brockton (Mass.)	14,600	119	138. 270.	Sieux Falls (S. D.)	6,251	212
63.	(N. Y.) Hartford-New Britain (Conn.)	62,052	27 28		(3WAs)	14,535	120	238.	Michigan City (Ind.)	6,158	214
35.	Seattle (Wash.)	60,178	29	31.	Columbia (S. C.)	14,487	121	202. 171.	Bay City (Mich.) Sieux Fails (S. D.) Spartanburg (S. C.) Michigan City (Ind.) Elkhart (Ind.) Alexandria (La.) Danville (Ill.) Hew Castle (Pa.) La Crosse (Wisc.) Pertemonth (Ohio)	6,156 6,143	216
33.		55,605	30	94.	Montgomery (Ala.)	13,775 13,606	122	198.	Danville (III.)	6,104	217
84. 48.	Louisville (Ky.) Tampa-St. Petersburg (Fla.) Norfolk-Portsmouth (Va.)	52,061	31	78.	Lexington (Ky.)	13,571	124	222.	La Grosse (Wisc.)	6.035	219
00.	Norfolk-Portsmouth (Va.)	51,740 51,153	32 33 34	32. 173.	Ann Arbor (Mich.)	13,484 13,465	125 126	258. 278.	Wilmington (N. C.)	6,003 5,902	220 221
39. 19.	Denver (Golo.)	50,304	34 35	82. 100.	Columbia (S. C.) Montgomery (Ala.) Tacoma (Wash.) Lexington (Ky.) Columbus (Ga.) Ann Arbor (Mich.) Lorain-Ehyria (Ohio) Pittsfield (Mass.)	13,359	127 128	50. 212.	Portsmouth (Ohio) Wilmington (N. C.) Fort Smith (Ark.) Gastonia (N. C.)	5,963 5,937	222
11.	Portland (Ore.) San Antonio (Tox.) San Jese (Cal.) Birmingham (Ata.)	46,973	36	34.	Pittsfield (Mass.) Corpus Christi (Tex.) Little Rock-North Little Rock	13,119	129	231.	Longview (Tex.). Middletown (Conn.)	5.935	223 224 225
27. 31.	San Antonio (Tex.)	46,957 45,495	37 38	81.	Little Rock-North Little Rock	13.078	130	239.		5,885	225
17.	Birmingham (Ala.)	44,649	39	110.	(Ark.) Portland (Ma.) Santa Barbara (Cal.)	13,076	131	54.	Gadsden (Ala.). Santa Rosa (Cal.). Kenosha (Wisc.). Lynchburg (Va.). Pert Huren (Mich.).	5,854	226
66.	Worcester (Mass.)	43,100	40 41	132. 68.	Santa Barbara (Cal.)	13,084 13,005	132 133	287. 73.	Kenosha (Wisc.)	5,849 5,804	227 228
89. 42.	Memphis (Tenn.) Springfield-Holyoke (Mass.) Dayton (Ohle) Youngstown (Ohle)	42,927 41,563	42	227. 10.	Jackson (Miss.) Las Vegas (Nev.) Augusta (Ga.)	12,808 12,416	134 135	232. 255.	Lynchburg (Va.)	5,731 5,711	229
37.	Dayton (Ohio)	40,781	44					183.	Billings (Mont.)	5,689	231
66.		40,538	45	141. 188.	Springfield (III.)	12,354	136	178. 251.	Pert Huran (mion.) Billings (Mont.). Auburn (N. Y.). Parkorsburg (W. Va.). Joplin (Mo.). Terre Hauto (Ind.). Everett (Wash.). Burlington (Vt.). Groat Falis (Mont.).	5,574 5,582	232
28.	San Bernardino-Riverside-	10.010	48	115.	(TennVa.)	12,193	137	219.	Joplin (Mo.)	5,808	234 235
18.	Ontario (Cal.) Indianapolis (Ind.) Allentown-Bethlehem-Easten	40,019 38,524	47	86.	Macon (Ga.)	12,175 11,982	138 130	149. 206.	Everett (Wash.)	5,447 5,355	236
4.	Allentown-Bethlehem-Easten	36,973	48	23.	Macon (Ga.)	11,926 11,879	140	190. 214.	Burlington (Vt.)	5,341 5,256	237
69. 46.	Jacksonville (Fla.)	36,761	49 50	241.	Lakeland (Fia.) Modeste (Cal.) Hampton-Newport News- Warwick (Va.) New London-Norwich (Conn.)	11.820	142	279.	Yakima (Wash.). Texarkana (TexArk.)	5,253 5,207	239
48.	Syracuse (N. Y.) Fall River-New Bedford (Mass.).	36,480 35,083	01	61.	Hampton-Newport News- Warwick (Va.)	11.819	143	273.	Texarkana (TexArk.)		240
10. 03.	Fail rayer-rew Beaton (Fla.) Omaha (Nebr.) Okahoma Chy (Okla.) Phoenix (Ariz.) Toledo (Ohio) Trenton (N. J.) Tulas (Okla.)	33,825 33,587	52 53	245. 59.	New London-Norwich (Conn.) Greenville (S. C.)	11,613 11,409	144 145	229. 224.	Lebanon (Pa.)	5,170 5,140	241 242
02.	Okiahoma City (Okla.)	33,009	54	70.	Inhandour (Da.)	11,270	146	209.	Lafayette (La.) Florence-Sheffield-Tuscumbia-		1
07. 50.	Toledo (Ohio)	32,067 31,920	85 56	80. 196.	Colorado Springs (Colo.)	11,201 11,174	147 148	175.	Muscle Shoais (Ala.)	5,119	243 244
52. 54.	Trenton (N. J.)	31,540	57 58	218.	Lincoln (Nebr.). Colorado Springs (Colo.). Jamestown (N. Y.). Kalamazoe (Mich.).	10,933	149	248.	Oshkosh (Wisc.)	5,092 5,011	245 246
64.	Tulsa (Okia.) Wilmington (Del.) Sacramento (Cal.)	31,089 29,588	50			10,846	150	262. 174.	Oshkosh (Wisc.) Richmond (Ind.) Anniston (Ala.) Newark (Ohio)	4,951	247
21.	Sacramento (Cal.)	29,548	60	60. 55.	Hamilton-Middletown (Ohio) Galveston (Tex.)	10,657	151	246. 272.	Newark (Ohio)	4,893 4,791	248
49.	Flint (Mich.)	28,858	61	85.	Lubbeck (Tex.)	10,306	153	193.	Cheyenne (Wye.)	4,689	250
52. 59.	West Paim Beach (Fla.)	28,356 27,620	63	151. 200.	Daytona Beach (Fia.)	10,084 9,945	154	199. 266.	Sandusky (Ohio)	4,882 4,542	251 252
62.	Fint (Mich.) Fort Worth (Tax.) West Pain Beach (Fla.) Akron (Ohio) Harrisburg (Pa.) Canton (Ohio) Freano (Cal.) Richmond (Va.) Wichtin (Kana.)	27,187 26,746	84	67. 203.	Lubbeck (Tex.) Topeka (Kans.) Daytona Beach (Fia.) Jackson (Mich.) Elmira (N. V.)	9,763 9,635	158 157	237. 220.	Newark (Unio) Temple (Tex.) Cheyenne (Wyo.) Danville (Va.) Sandusky (Ohio) Mason City (Iowa) Kankakee (Ils.) Marion (Ind.)	4,522 4,435	253 254
22.	Canton (Ohio)	26,580	66	261.	Reno (Nev.)	9,449	188	235.	Marien (Ind.)	4,356	255
53. 17.	Fresno (Cal.)	26,573 26,150	67	101. 162.	Reno (Nev.) Ogden (Utah) Wichita Falls (Tex.)	9,356	150	211.	Galesburg (III.)	1	256
61.		25,985	69	201.	Eau Claire (Wisc.)	0,282	181	236.	Marion (Ohio). San Angelo (Tex.).		257
60.	Wheeling-Steubenville (W, Va,-Ohio)	25,649	70	57. 172.	Anderson (Ind.)	9,100 8,858	162	126.	Owenshero (Ky.)	4,267 4,251	258 259
63. 56.	Wilkes-Barre-Hazieton (Pa.)	25.516	71 72	288. 38.	Anderson (Ind.)	8,714	164 165	191. 280.	Owensboro (Ky.)	4.250	260 261
57.	Grand Rapids (Mich.) Poughkeepsie-Newburgh-	23,843				8,708		228.	Lawton (Okla.)	4,222	282
36.	Beacon (N. Y.)	23.749	73 74	179. 225.	Battle Creek (Mich.)	8,671 8,572	166	204. 42.	Enid (Okia.)	4,199 4,123	263 284
25.	Shrevepert (La.)	23,302	75	143.	Springfield (Me.)	8,519	168	252.	Paducah (Ky.) Lawton (Okla.) Enid (Okla.) Dubuque (Iowa) Pasco-Kennewick-Richiand	4,114	265
56.	Utica-Rome (N. Y.)	22,918	76	114.	Racine (Wisc.) Benton Harbor-St, Joseph	8,437	169	280.	Zanesville (Ohio)	4,113	286
47. 45.	Evansville (Ind.)	21,365 21,261	77 78	208.	(Mich.) Eugene (Ore.)	8,297 8,288	170 171	284. 221.	St. Cloud (Minn.)	4.094	267 268
43.	El Pase (Tex.). Duluth-Superior (MinnWisc.).	21,137	79 80	44.	Durham (N. C.) Tailahassee (Fla.)	8,127	172	170.	Albany (Ga.)	3.941	289
26. 56.	Charlotte (N. C.)	20,939 20,824	80	271. 77.	Larada (Tax.)	8,100	178	259. 217.	Quincy (III.) Hutchinson (Kans.) Rapid City (S. D.)	3,910 3,728	270 271
13.	Baton Rouge (La.)	20,814	82	158.	Laredo (Tex.). Waterloo (Iewa)	8,064	175	260.	Rapid City (S. D.)	3,841	272
15. 93.	Beaumont-Port Arthur (Tex.) Mobile (Ala.)	20,485	83 84 85	178. 123.	Bangor (Me.). St. Joseph (Mo.) Menroe-West Menroe (La.)	8,024 7,994	176 177	258. 180.	Provo (Utah). Bellingham (Wash.). Huntsville (Ala.).	3,582 3,541	273
40.	Mobile (Ala.) Des Moines (Iewa)	20,366	85	242. 144.	Menroe-West Menree (La.) Springfield (Ohie)	7,984 7,980	178 179	216. 276.	Huntsville (Ala.)	3,487	275
16.	Chattanooga (Tenn.)	20,000	86	5.	Altoena (Pa.)	7,797	190	269.	Wausau (Wisc.)	3,096	277
94. 34.	Reading (Pa.) Chattaneoga (Tenn.) Oriando (Fia.) Scranton (Pa.) Charleston (W. Va.)	19,573	88	213.	Grand Enrice-Fast Grand Forks			195. 233.	Manitowoc-Two Rivers (Wisc.).	2,749	278 279
28.	Charleston (W. Va.)	19,400	90	181.	(N. DMinn.). Beloit-Janesville (Wisc.) Odessa (Tex.)	7,768	181 182	187.	Bremerton (Wash.)	2,612	280
0.	Atlantic City (N. J.)	19,277	91	247.	Odessa (Tex.)	7,727	183		Total Above Metropolitan Areas	. 10,038,9	70
39.	South Bend (Ind.)	19,267	92	274. 169.	Tyler (Tex.)	7,569 7,501	184 185				

APPAREL STORE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 33 LARGER and 166 other METROPOLITAN

83rd NATION

Familie Rank	Families 1/1/58 (000)	Metropolitan Market	Apparel Sales (000)	Apparel Sales Rank	1957 Over 1954* Gain (000)	1957 Over 1948* Gain (000)
113	59.1	GREENSBORO, N. C.	\$20,824	81		\$5,818
81	83.3	Des Moines, la.	20,368	85	\$ 950	597
84	80.2	Reading, Pa.	20,090	86	1,401	956
80	83.4	Chattanooga, Tenn.	20,068	87	1,145	4,178
75	90.9	Charleston, W. Va.	19,400	90	1,715	-1,683
78	87.1	Peoria, III.	18,663	94	2,672	4,304
68	99.2	Knoxville, Tenn.	17,347	97	900	1,121
74	91.1	Spokane, Wash.	16,851	101	586	3,636
82	82.2	Bakersfield, Calif.	15,161	110	2,342	3,855
73	94.4	Tacoma, Wash.	13,606	123	1,019	1,211

... and 24 other larger Metropolitan Markets, including Johnstown, Scranton, Lancaster, and Erie, Pa., Little Rock-N. Little Rock, Ark., Mobile, Ala., Huntington-Ashland, W. Va., Ky., South Bend, Ind., Augusta, Ga., Stockton, Calif., Browns-Hring-McAln, Tex., and Davenport Rock-I.-Moline, Ia.-III.

2nd in the CAROLINAS' Metropolitan Markets

1.5th SOUTH

Families Rank	Families 1/1/58 (000)	Metropolitan Market	Apparel Sales (000)	Apparel Sales Rank	1957 Over 1954* Gain (000)	1957 Over 1948* Gain (000)
97	70.7	Charlotte, N. C.	\$20,939	80	\$3,678	\$4,750
113	59.1	GREENSBORO, N. C.	20,824	81		5,818
130	48.9	Winston-Salem, N. C.	16,223	104	2,760	3,129
120	54.0	Charleston, S. C.	14,665	117	1,558	4,545
146	45.1	Columbia, S. C.	14,457	121	1,186	2,982
159	40.2	Raleigh, N. C.	12,175	138	1,964	2,171
118	55.3	Greenville, S. C.	11,409	145	1,166	2,070
203	29.5	Durham, N. C.	8,127	172	966	1,174
207	28.2	Fayetteville, N. C.	7,454	187	392	3,358
172	36.3	Asheville, N. C.	6,726	205	610	- 438
152	42.2	Spartanburg, S. C.	6,225	213	27	-4,718
256	21.1	Wilmington, N. C.	5,982	221	335	1,487
184	32.5	Gastonia, N. C.	5,937	223	1,067	1,119

U. S. Bureau of Census figures 1954 and 1948. All other figures Sales Management Survey of Buying Power 1958.

\$48,908,000 APPAREL SALES IN GREENSBORD ABC



Greensboro News and Record GREENSBORO, NORTH CAROLINA

Dollar Volume Ranking of Metropolitan County Areas Estimates, 1957, for FURN.-HOUSE.-APPLIANCE STORE SALES, in Descending Order

ido.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Grea
19.	New York-N. E. New Jersey	* ***	1	58.	Greensboro-High Point (N. C.),, Beaument-Port Arthur (Tex.),	16,772 16,573	94 95	183. 270.	Billings (Mont.)	7,453 7,396	187 188
33.	(N. YN. J.) Los Angeles-Long Beach (Cal.)	601,682	3	136.	Shreveport (La.)	16,485	96	206.	Everett (Wash.) Monroe-West Monroe (La.)	7,325	189
8.	Chicago (III.)	418,445	3	65.		16,438	97	242. 218.	Monroe-West Monroe (La.)	7,272 7,233	190
11.	Detroit (Mich.). San Francisco-Oakland (Cal.)	257,312	5.	134.	Scranton (Pa.)	16,382	98	247.	Jamestown (N. Y.) Odessa (Tex.)	7,223	192
18.	Boston (Mass.)	235,500 180,348	8 7	145. 36.	(w, viUnio). Scranton (Pa.). Stockton (Cal.). Davenpert-Reck Island-Molina (Iowa-Il.). Columbia (S. C.). Lancaster (Pa.)	16,209	99	224. 70.	Lafayotte (La.) Lima (Ohio) Elmira (N. Y.)	7,211 7,177	193 194
18.	Pittsburgh (Pa.)	163,144	8		(lowe-III.)	16,134	100	203.	Eimira (N. Y.)	7,132	195
4.	St. Louis (Mo.)	129,727 127,675	10	31. 78.	Lancaster (Pa.)		101	248.	Oshkosh (Wisc.)	7,000	196
7.	San Prantisos-Joseanu (Cat.). Boston (Mass.). Pittsburgh (Pa.). Cleveland (Ohio). St. Louis (We.). Washington (D. C.). Baltimere (Md.). Minneapolis-St. Paul (Minn.). Miami (Fla.).	108,303	11 12	47. 26.	Lancaster (Pa.) Evansville (Ind.) Charlette (N. C.)	16,032 15,798	103	206. 162.	Oshkosh (Wisc.)	6,999	197 198
12.	Minneapolis-St. Paul (Minn.)	98,658 92,584	13	48.	Erie (Pa.)	15,595	195	7.	Asheville (N. C.)	6,936	199
14.	Miami (Fla.)	89,346 88,882	14	51.		15,486	108	225. 288.	Lake Charles (La.)	6,301 6,886	200
11.	Buffalo (N. Y.)		18	188.	Fort Wayne (Ind.). Bristol-Johnson City-Kingsport	15,312	107	213.	Grand Forks-Fast Grand Forks		202
11.			17	61.	(Tenn,-Va.) Hampton-Newport News-			214.	(N. DMinn.)	6,802	203
9.	San Diego (Gal.) Cincinnati (Ohio) Kanaas City (Mo.)	74,383 70,713	18	82.	Warwick (Va.) Lorain-Elyria (Ohio)	15,001 14,782	108 109	190.	Carear Pairs (work). Elikhart (Ind.). Danville (Ill.). Gastonia (N. C.). Abilene (Tex.). Petersburg-Hopewell (Va.). Zanesville (Ohia). Richmend (Ind.).	6,718	204
2.	Kansas City (Me.)	62,025	20	151.		14,128	110	212.	Gastonia (N. C.)	6,568 6,509	205 206
19. 33.	Denver (Colo.). Hartford-New Britain (Conn.)	61,960 56,963	21 22	153.	Tucson (Ariz.) Greenville (S. C.) Cedar Rapids (Iowa)	14,097 14,007	1112	189. 254.	Petersburg-Hopewell (Va.)	6,487	207
0.	Bridgeport-Stamford-Norwalk		23	23.	Cedar Rasids (Iowa)	13,928 13,906	113	280.	Zanesville (Ohio)	6,222	209
10.	(Conn.) New Orleans (La.) New Haven-Waterbury (Conn.)	56,522 55,908	24	87.		13,349	115	262.			
17. 15.			25 26	71.	Madison (Wisc.) Kalamazoe (Mich.) Little Rock-North Little Rock	13,270	116	220. 229.	Kankakee (III.)	6,184	211
8.	Atlanta (Ga.),	53,028	27		(Ark.) Springfield (III.)	12,973	117	184.	Lebanon (Pa.) Biloxi-Gulfport (Miss.)	6,083	213
21.	Atlanta (Ga.) Sacramento (Cal.). Dallas (Tex.) Indianapolis (Ind.)	51,498 51,419	28	141.	Springfield (III.)	12,957 12,924	118	192.	Champaign-Urbana (III.) Sieux City (Iewa)	5,993 5,985	214
16.	Indianapolis (Ind.)	50,585	30	132.	Austin (Tex.) Santa Barbara (Cal.)	12,781	120	190. 263.	Burlington (Vt.) Rechester (Minn.) Terre Haute (Ind.)	5,984 5,952	216
28.	San Bernardino-Riverside-			60.	Hamilton-Middletown (Ohio)	12,681	121	149.	Terre Haute (Ind.)	5,944	218
11.	Ontario (Cal.)	40 000	31 32	165.	Winston-Salom (N. C.) Binghamton (N. Y.) Cerpus Christi (Tex.) Savannah (Ga.) Pensacola (Fla.)	12,498 12,384	122 123	73. 251.	Kongeha (Wisc.)	5,903 5,854	219
11.	8an Jose (Cal.)	48,823	33	34.	Corpus Christi (Tex.)	12,351	124	54.	Gadaden (Ala.)	5,824	221
18. 17.	Phoenix (Ariz.)	47,912 45,003	34	133. 253.	Savannah (Ga.)	12,115 11,930	125 126	274.	Tyler (Tex.) Williamsport (Pa.) Portsmouth (Ohio) Bangor (Me.)	8,754 5,888	222 223
18.	Phoenix (Ariz.). Tampa-St. Petersburg (Fla.)	43,962	36 37	10.	Augusta (Ga.), New London-Norwich (Conn.)	11,919 11,795	127 128	256.	Portsmouth (Ohio)	5,500	224 225
13.	Rochester (N. Y.)	20 028	38	228.		11,602	129	178.			
34.	Louisville (Ky.) Norfolk-Portsmouth (Va.)	39,047	39 40	70.	Jehnstown (Pa.) Atlantic City (N. J.) Columbus (Ga.)	11,435 11,415	130	185. 138.	Bioomington (HI.)	5,477 5,436	226 227
2.	Albany-Schenectady-Trey (N. Y.)	38,972		32.	Columbus (Ga.)	11.325	132	239.	Middletown (Conn.)	5,415	228
37.	Dayton (Ohio)	37,313 37,293	41	118.	Roaneke (Va.) Brownsville-Harlingen-McAllen (Tex.) Celerade Springs (Cele.)	11,068	133	171. 237.	Alexandria (La.). Mason City (Iowa). Anniston (Ala.). Hagerstown (Md.).	5,358 5,346	229
12.	Providence-Pawtucket (R. I.)	37,285	43		(Tex.)	10,867	134	174.	Anniaton (Ala.)	5,308	231
86. 53.	Worcester (Mass.)	35,880 34,475	44 45	196.			135	215. 259.	Ouincy (III.)	5,230 5,203	232
4.	Allentown-Bethlehem-Easton	01,110		88. 122.	Manchester (N. H.)	10,780	136 137	216. 126.	Quincy (III.) Huntsville (Ala.) San Angelo (Tex.) Eau Claire (Wisc.)	5,187 5,188	234 235
	(Pa.) Toledo (Ohio)	34,259	46	241.	Saginaw (Mich.)	10,398	138	201.	Eau Claire (Wisc.)	5,155	236
50. 10.	PHOT (IVIICA.)	22 022	47	76. 205.	Lansing (Mich.)	10,381	139	236. 255.	Marion (Ohio)	5,127 5,113	237
1.	Akren (Unio)	32,783	49 50	110.	Portland (Me.)	10,291 10,275	140 141 142	197.	Marion (Ohio)	5,101	239 240
42.	Birmingham (Aia.)	31,921 31,296	51	14. 85.	Lubbock (Tex.)	10,245	143	222.			
80. 80.	Springneto-Floryoke (rytass.). Birmingham (Ala.). Momphia (Tonn.). Jacksonville (Fla.). Omaha (Nebr.).	31,229	52	84.	Saginav (Virien) Modesto (Cal.) Lansing (Mich.) Eupene (Ors.) Portland (Me.) Bay City (Mich.) Lubbock (Tex.) Montgomery (Als.) Amarilla (Tix.)	10,094	144	178.	Auburn (N. Y.)	5,078 5,057	241
33.	Omaha (Nebr.)	30,838	54	20.	Baseldan (Mass	9.914	146	219.	Galesburg (III.) Jeplin (Me.) Dubuque (Iowa)	4,930	243
22.	Oklahoma City (Okla.)	28,934	56	118.	Pittsfield (Mass.)	9,813 9,642	147	42. 240.	Midland (Tex.)	4,907 4,881	244 245
0.	Wilmington (Del.)	27,353	57 58	200.	Paleigh (N. C.) Pittsfield (Mass.) Daytona Boach (Fia.)	8,620 9,539	149	223. 191.	Midland (Tex.)	4,802 4,738	246 247
25.	Canton (Ohio). Oklahoma City (Okla.) Wilmington (Del.) Fort Lauderdale (Fla.) Salt Lake City (Utah)	26,794	58		Racine (Wisc.),			170.	Albany (Ga.)	4,685	248
27.	San Antenio (Tex.)	26,741 25,968	60	158.	Wateriee (lewa)	9,456 9,376	151	231.	Longview (Tex.)	4,681 4,571	249 250
52.	Trenton (N. J.)	25,451	81	227.	Las Vegas (Nev.)	9,160	153 154	200.	Florence-Sheffield-Tuscumbia-	4 540	
31.	Wichita (Kans.)	24,670	62	88.	Lincoln (Nobr.)	9,108	155 156	276.			251 252
54.	Fort Worth (Tex.) Tulsa (Okia.) West Palm Beach (Fia.) Fall River-New Bedford (Mass.)	24,390	64 65 86	143.	Bolse (Idaho) Las Vegas (Nev.) Lincoln (Nobr.) Jackson (Miss.) Springfield (Mo.) Durham (N. G., Altoona (Ps.)	9,003 8,983	156	230.	Wauseu (Wisc.). Lewiston-Auburn (Me.). Manitowec-Twe Rivers (Wisc.). Cheyenne (Wyo.).	4,438 4,437	252 253 254 256
18.	Fall River-New Bedford (Mass.).	24,152 23,657	86	5.	Altoona (Pa.). Benton Harber-St. Jeseph	8,889	158	193.	Cheyenne (Wye.)	4,428	255
10.	(W Va Obio)	00 040	67	182.	Benton Harber-St. Jeseph	8,856	159	194.			256
7.	Prichmono (Va.)	22,255	88	244.	(Mich.). New Castle (Pa.)	8,788	160	258.	Clarksburg (W. Va.)	4,367	257
6.	Grand Basids (Mich.)	21,334	70 71	173.			161	272. 50.	Fort Smith (Ark.)	4,380 4,331	256
16.	Nashville (Tenn.)	21,347	71 72	265. 243.	Salem (Ore.). Muskegen (Mich.)	8,642	163	269. 282.	Fort Smith (Ark.). Sheboygan (Wisc.). Pasco-Kennewick-Richland (Wash.). Texarkana (TexArk.).	4,237	260
8.	Syracuse (N. Y.) Harrisburg (Pa.) El Paso (Tex.)	21,134	73	57.	Green Bay (Wisc.),	8,604 8,580	185		(Wash.)	4,220	281
2. 5.	Harrisburg (Pa.)	20,993 19,980	74 75	123.	St. Joseph (Me.)	8,532	186	273.	Kekeme (Ind.)	4,164	262
			76	86.	Macon (Ga.)	8,521 8,518	167	228. 248.	Kokomo (Ind.) Lawten (Okla.)	4,086 4,048	263 264 265
7.	Bakersfield (Cai.)	19,971 19,460	77	268. 186.	Waco (Tex.)	8,513	189	187.	Newark (Ohio) Bremerton (Wash.) Michigan City (Ind.) Hutchinsen (Kans.)	4,827 3,995 3,946	1 288
7.	Poughkeepsie-Newburgh-	19.311	78	38.	Decatur (III.)	8,482 8,457	170	238.	Michigan City (Ind.)	3,946	267
5.	Beacon (N. Y.) Utica-Rome (N. Y.)	18,775	79	181.	Beloit-Janesville (Wisc.)	8,345	172	235.	Marion (Ind.)	3,784	261
7.	Mayville (Tenn)	18,716	80 81	278.	Oaden (Utah)	8,268 8,245	173	275.	Watertown (N. Y.)	3,729	270
6.	Producting (Pas)	18,007	82	95.	Sarrassou (*Ini.) Waso (*Tex.) Decatur (III.) Seringfield (Ohio) Beloit-Janesville (Wisc.) Wilmington (N. C.) Opden (Utah) Munce (Ind.) Appleton (Wisc.) Pushler (Citch.)	8,195	175	271.	Tallahasaee (Fla.)	3,691	271
0.	Des Moines (Iowa)	18,292	83	178.			178	249. 260.	Rapid City (S. D.)	3,630 3,453	273
7.	Chattanooga (Tenn.)	18,144	84 85 86	261.			178	195. 204. 199.	Clinton (lowa)	3,377 3,386	27
3. 7.	York (Pa.)	18,079	87	172. 287.	Reno (Nev.) Anderson (Ind.) Yakima (Wash.)	7,918	179	199,	Danville (Va.)	3,388	271
10.	South Bend (Ind.)	17,979	88	267.	Santa Ross (Cel.)	7,882	181	256. 264.	Paducah (Ky.)	3,058 2,942	277
14.	sporane (wann,) Des Moines (lowa) Chattanooga (Tenn,) Baton Rouge (La,) Vork (Pa,) South Bend (Ind,) Charleston (W. Va,) Orlande (Fla.)	17,837	90	67.	Santa Rosa (Csi.) Jackson (Mich.) Lexington (Ky.) Lynchburg (Va.) Galveston (Tex.) Mansfield (Ohio)	7,846	182	180.	Taliahassee (Fia.) Owensbero (Ky.) Rapid City (S. D.) Clinton (lowa). Enid (Okia.) Danville (Via.) Paducah (Ky.) St. Cloud (Winn.) Bellingham (Wash.) Larede (Tx.)	2,825	279
3.	Albuquerque (N. M.)	17.292	91	78.	Lexington (Ky.)	7,795 7,789 7,758	183 184 185	77.	Laredo (Tex.)	2,034	280
	Mobile (Ala.) Duluth-Superior (MinnWisc.)	16,921 16,919	92	55.	Onlynder (Ton)	7 750	198	1	Total Above Metropolitan Areas	. 8,243,54	17

FURN.—HOUSE.—RADIO SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 21 LARGER and 165 other METROPOL

83rd MARKET IN THE NATION

Families Rank	Families 1/1/58 (000)	Metropolitan Market	1957 Furn-House Radio Sales (000)		1957 Over 1954* Gein (000)	1957 Over 1948* Gain (000)
113	59.1	GREENSBORO, N. C.	\$16,772	94	\$4.837	\$4,715
88	74.7	Shreveport, La.	16,485	96	3,108	5,235
89	73.8	Huntington-Ashland, W.VaKy.	16,438	97	3,433	6,375
91	73.0	Scranton, Pa.	16,382		1,909	3,255
95	71.1	Stockton, Calif.	16,209	99	2,570	2,900
83	82.0	Davenport, Rock I., Moline, laIII.	16,134	100	2,733	4,694
86	76.6	Little Rock-N. Little Rock, Ark.	12,973		2,476	4,638
96	71.0	Augusta, Ga.	11,919	127	1,690	6,633
85	79.1	Johnstown, Pa.	11,435	130	2,153	—78
77	88.8	Brown-Hrlng-McAln, Tex.	10,867	134	1,859	1,836

. . . and 12 other larger Metropolitan Markets, Lancaster and Erie, Pa.; Beaumont-Port Arthur and Corpus Christi, Tex.; Tucson, Ariz.; Evansville and Ft. Wayne, Ind.; Brockton, Mass.; Lansing, Mich.; Binghamton, N. Y.; Bristol-Johnson City, Tenn.; and Charlotte, N. C.

. . . 1st in the CAROLINAS' Metropolitan Markets

1.5th MARKET IN THE SOUTH

Families Rank	Families 1/1/58 (000)	Metropolitan Market	Furn-House Radio Sales (000)	Furn-House Radio Store Sales Rank		1957 Over 1948* Gain (000)
113	59.1	GREENSBORO, N. C.	\$16,772	94	\$4,837	\$4,715
146	45.1	Columbia, S. C.	16,071	101	2,859	9,435
97	70.7	Charlotte, N. C.	15,798		4,192	5,703
118	55.3	Greenville, S. C.	14,007		2,678	4,764
120	54.0	Charleston, S. C.	13,906		2.775	6,601
130	48.9	Winston-Salem, N. C.	12,498	122	3,255	6,118
159	40.2	Raleigh, N. C.	9,813		2,478	3,256
203	29.5	Durham, N. C.	8,993		1.931	2,625
256	21.1	Wilmington, N. C.	8,268		1,312	5,611
152	42.2	Spartanburg, S. C.	7,396	188	800	714
207	28.2	Fayetteville, N. C.	6,999		1,090	4,361
172	36.3	Asheville, N. C.	6,936		1,315	1,804
184	32.5	Gastonia, N. C.	6,509	206	1,751	1,855

U. S. Bureau of Census Figures 1954 and 1948. All other figures Sales Management Survey of Buying Power 1958.

\$42,607,000 Furniture Sales IN GREENSBORD ABC



Greensboro News and Record GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc. ago-Detroit-Atlanta-San Francisco-Los Angeles-Kansas City

100,000 CIRCULATION DAILY - OVER 400,000 READERS DAILY

Dollar Volume Ranking of Metropolitan County Areas

Estimates, 1957, for AUTOMOTIVE DEALERS & STORE SALES, in Descending Order

Code No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Grou
90.	New York-N. E. New Jersey			93.	Mobile (Ala.) Erie (Pa.) Fort Wayne (Ind.) Corpus Christi (Tox.) Albuquerque (N. M.)	61,708	92	247.	Odessa (Tex.). Billings (Mont.). Durham (N. C.). Abilines (Fex.). Sarasota (Fla.). Midland (Tex.). Fargo (N. D.). Lima (Ohlo).	26,435	188
83.	New York-N. E. New Jursey (N. YN. J.) Los Angeles-Lang Beach (Cak). Chicage (III) Detroit (Mich.) Philadelphia (Pa.). Boston (Macco-Daktand (Cal.). Pittsburgh (Pa.). Washington (D. C.) Cleveland (Ohio) St. Louis (Mo.) Dallas (Tex.).	1,809,918	1 2	46.	Fort Wayne (Ind.)	61,661 61,574	93 94	163.	Billings (Mont.)	26,159 25,865	189
28.	Chicago (III.)	1,426,174	3	34.	Corpus Christi (Tex.)	60,813	95	169.	Abilene (Tex.)	25,822	191
11.	Philadelphia (Pa.)	857,396	5	3. 145.	Stockton (Cal.)	60,761 59,665	96 97	268. 240.	Midland (Tex.)	25,575 25,560	192
18.	Boston (Mass.)	626,815	6	163.	Carpus Carrist (19x.) Albuquerque (N. M.) Stockton (Cal.) Wilkee-Barre-Hazleton (Pa.) West Palm Beach (Fla.) South Bend (Ind.) Greensboro-High Point (N. C.) Tacome (Wash.) Chattanooga (Tenn.) Amarillo (Tex.) Saginaw (Mich.) Huntington-Ashiand (W. Va Ky.) York (Pa.) Lubbock (Tex.) Rockford (Ill.) Johnstown (Pa.) Lucain-Elyria (Ohio) Pensacoia (Fla.) Binghamton (W. V.) Madison (Wisc.) Jackson (Wisc.)	59,444 59,360	98	207.	Fargo (N.D.)	25,506	194
08.	Pittsburgh (Pa.)	506,382	7 8	159. 139.	South Bend (Ind.)	59,360	100	79.	Lima (Unio)	25,477	195
7.	Washington (D. C.)	470,325	8 9	58.	Greensboro-High Point (N. C.)	58,172	101	270.	Spartanburg (S. C.) Rapid City (S. D.) Lexington (Ky.) Muncle (Ind.), Green Bay (Wisc.) Hagerstown (Md.) Middletown (Conn) Fort Smith (Ark.) Elmira (N. Y.) Port Huron (Mich.) Gastonia (N. C.) St. Jeeeph (Me.) Danville (Ill.)	25,346	196
30.	St. Louis (Mo.)	459,717	10	147.	Chattanoga (Tenn.)	56,284 55,174	102	280. 78.	Lexington (Kv.)	25,127 24,956	197
35.	Dallas (Tex.). Houston (Tex.). Minneapolis-St. Paul (Minn.) Baltimore (Md.).	328,322	12	6.	Amarillo (Tex.)	54,548	104	95. 57.	Muncie (Ind.)	24,940	198 198
12.	Minneapolis-St. Paul (Minn.)	309,723 306,801	13	122.	Huntington-Ashland (W. Va	53,875	105	215.	Hagerstown (Md.)	24,688 24,605	200
12.	Baltimore (Md.)	296,312	15		Ky.)	53,327	106	239.	Middletown (Conn)*	24,492	202
10.	Miami (Fla.). Buffalo (N. Y.) Milwaukee (Wisc.). Kansas City (Mo.). Cincinnati (Ohio). Denver (Colo.). Atlanta (Ga.). San Diego (Cal.). Indianagolis (Ind.). Portland (Ore.). Seattle (Wash.).	291,515	16	167. 85.	Lubbock (Tex.)	52,805 52,717	107	50. 203.	Elmira (N. Y.)	24,265 24,155	203 204
1.	Milwaukee (Misc.)	283,713 279,123	17	120. 70.	Rockford (III.)	52,158 52,018	109	258. 212.	Port Huron (Mich.)	23,868 23,736	205
2.	Kansas City (Mo.)	273,735	19	82.	Lorain-Elyria (Ohio)	48,792	111	123.	St. Joseph (Me.)	23,124	206
19.	Cincinnati (Ohio)	253,601 239,800	20 21	253. 10.	Pensacola (Fla.)	48,551 48,162	112	198. 209.	Danville (III.) . Florence-Sheffleid-Tuscumbia-	23,007	208
8.	Atlanta (Ga.)	230,810	22	16.	Binghamton (N. Y.)	47,239	114		Muscle Shoals (Ala.)	23,006	200
29.	San Diego (Cal.)	228,618 202,890	21 24	87. 68.	Madison (Wisc.)	46,414 46,285	115 116	14.	Bay City (Mich.)	22,950	210
11.	Portland (Ore.)	193,112	25	189.	Brownsville-Harlingen-McAllen	40,200		201.	Eau Claire (Wisc.)	22,948 22,828	211
15.	Tampa-St Patershurg (Fla.)	188,414 185,180	26 27	153.	Tuccon (Ariz)	48,230 45,395	117 118	275. 126.	Watertown (N. Y.)	22,828 22,245	212 213
33.	Seattle (Wash.) Tampa-St. Petersburg (Fis.) Hartford-New Britain (Conm.) Louisville (Ky.) Bridgeport-Stamferd-Norwalk (Conn.)	176,667 175,293	28	188.	Madison (Wisc.) Jackson (Miss.) Brownsville-Harlingen-McAllen (Tex.) Tucson (Ariz.) Bristol-Johnson City-Kingsport (TennVa.) Boise (Idaho)	44,000		213.	Eau Claire (Wisc.)	20,270	
14.	Bridgeport-Stamfard-Norwalk	175,293	29	186.	Boise (Idaho)	44,796 44,469	119 120	272.	(N. DMinn.)	22,156 22,050	214
	(Conn.)	109,000	30		a.t. 11. 00 a.)	44,000		242.	Monroe-West Monroe (La.)	21,957	216
33.	Columbus (Ohio)	180.821	31	31. 226.	Columbia (S. C.) Lakeland (Fia.) Brockton (Mass.) Ann Arber (Mich.) Greenville (S. C.) Kalamazee (Mich.) Austin (Tex.) Hampton-Newport News-	44,327 44,183	121 122	175. 277.	(N. DMinn.). Temple (Tex.). Monroe-West Monroe (La.). Appleton (Wisc.). Williamsport (Pa.). Biloxi-Guifport (Misa.). Asheville (N. G.). Tyler (Tex.). Kankakee (Ill.). Petersburg-Hopewell (Va.). Michigan City (Ind.). New Castle (Pa.).	21,833 21,781	217
2.	Son Rospording Diverside	157,800	32	20.	Brockton (Mass.)	43,995	123	184.	Biloxi-Gulfport (Miss.)	21,773	219
	Ontario (Cal.). Memphis (Tenn.). New Orleans (La.) Providence-Pawtucket (R. I.). New Haven-Waterbury (Cenn.)	156,737	33	173. 50. 71.	Greenville (S. C.)	43,742 43,323	124 125	274.	Tyler (Tex.)	21,456 21,404	220
9.	Memphis (Tenn.)	153,827 152,937	34 35 36	71.	Kalamazee (Mich.)	43,297	126 127	220. 254.	Kankakee (III,)	21,068 20,838	222
12.	Providence-Pawtucket (R. I.)	152,346	36	61.	Hampton-Newport News-	42,570		238.	Michigan City (Ind.)	20,838	223 224
17.	New Haven-Waterbury (Conn.).	149,363 148,880	37	94.	Warwick (Va.) Montgomery (Ala.) Raleigh (N. C.) Hamilton-Middletown (Ohio)	42,419 42,327	128 129	244.	New Castle (Pa.)	20,316	228
19.	New Haven-Waterbury (Cenn.). Jacksonville (Fla.). Rochester (N. Y.). Birmingham (Ala.). Dayton (Ohio). Youngstown (Ohio). Akron (Ohio). Phoenix (Ariz.). San Antonie (Tex.).	148,578	29	115.	Raleigh (N. C.)	41,745	130	54.	Gadsden (Ala.)	18,787	228
7.	Birmingham (Ala.)	147,258 143,582	41	80. 47.	Hamilton-Middletown (Ohio)	41,671 40,746	131 132	230. 256.	Lewiston-Auburn (Me.)	19,725	227
8.	Youngstown (Ohio)	141,665	42	110.	Evansville (Ind.)	40,346	133	214.	Great Falls (Mont.)	19,633 19,581	228
7.	Phoenix (Ariz.)	137,052	44	134. 165.	Scranton (Pa.)	39,721 38,872	134 135	262. 55.	Richmond (Ind.)	19,553 19,056	230 231
7.	San Antonie (Tex.)	130,152 125,510	45		Third and the control of the control	00,012		171.	Alexandria (La.)	19,033	232
2.	Albany-Schenectady-Troy			245. 133.	New London-Norwith (Conn.) Sevannah (Ga.) Waco (Tex.) Waco (Tex.) Waco (Tex.) Wanchester (N. H.) Decatur (III.) Myacon (Ga.) Myacon (Ga.) Eugene (Ore Springfield (III.) Myacon (Mich.) Roanota (Va.) Wichita Falia (Tex.) Columbus (Ga.) Joplin (Mo.) Charleston (S. C.)	38,845 37,629	136 137	224.	Gadaden (Ala.) Lawiston-Auburn (Me.) Partenmuth (Ohin) Great Falls (Mont.) Richmond (Ind.) Galveston (Tex.) Alexandria (La.) Lawton (Okla.) St. Cloud (Winn.) Provo (Utah) Newark (Ohio) Anniston (Ala.) Cilnton (lowa) Lynchurg (Va.)	19,025 18,863	233 234
	(N. Y.)	122,016	46	156.	Waco (Tex.)	37,383	138	264.	St. Cloud (Minn.)	18,850	235
16.	San Jose (Cal.)	121,505 118,344	47	88.	Decatur (III.)	38,624 36,544	139	258. 248.	Provo (Utah)	18,818 18,739	236
19.	Flint (Mich.)	118,136	49	241.	Modesto (Cal.)	36,325	141	174.	Anniston (Ala.)	18,715	238
12.	Norfolk-Portsmouth (Va.)	115,514 114,772	80 51	86. 206.	Eugene (Ore.)	36,152 35,901	142 143	195. 232.	Lynchburg (Va.)	18,647 18,445	239
13.	Albany-Schenectady-Troy (N. Y.). Worcester (Mass.). San Jose (Cal.). Fihrt (Milch.). Oklahoma City (Okis.). Norfolic-Portsmouth (Va.). Toleode (Ohio). Omaha (Nebr.). Springfield-Holyoke (Mass.). Tyracuse (N. Y.). Mashville (Tenn.). Salt Lake City (Utah). Allentown-Bethlehem-Easten (Ps.). Wichita (Kans.).	112,834	52 53	141.	Springfield (III.)	35,419	144 145	101.	Outer (Mark)	10.000	
12.	Springfield-Holyoke (Mass.)	112,503 107,235	54 55	243. 118.	Roanoke (Va.)	35,194 34,944	148	185.	Bloomington (III.)	18,276 18,245	241 242
16.	Tulsa (Okla.)	106,686 106,264	56 56	162.	Wichita Falls (Tex.)	34,864 34,850	147 148	252.	Pasco-Kennewick-Richland	47 000	
8.	Nashville (Tenn.)	100,004	57	219.	Joplin (Mo.)	34,565 34,482	149	268.	Sandusky (Ohio)	17,802 17,677	243
4.	Salt Lake City (Utah)	90,452	58	24.	Charleston (S. C.)	34,462	150	199. 248.	Danville (Va.)	17,667	245 246
	(Pa.)	99,169 96,475	59	227.	Las Vegas (Nev.)	34,402	151	280.	Zanesville (Ohio)	17,389 17,308	247
11.	Wichita (Kans.)	96,475	60	144. 151.	Springfield (Ohio)	34,235 34,206	152 153	216. 193.	Chayanna (Wyo.)	17,300 17,268	248 249
1.	Sacramento (Cal.)	92,584	61	109.	Pittsfield (Mass.)	33,942	154	194.	Clarksburg (W. Va.)	17,168	250
2.	Canton (Ohio)	89,026 87,152	62	182.	(Mich.)	33,906	185	273. 211.	Texarkana (TexArk.)	16,875 16,810	251 252
10.	Sacramente (Cal.). Harrisburg (Ps.). Canton (Ohio). Dee Moines (Iewa). Grand Rapids (Mich.). Poughkeepele-Newburgh-	84,153 83,876	84	218.	Las Vegas (Nev.) Springfield (Ohio) Topeka (Kans.) Fittsfield (Mass.) Benton Harbor-St. Jeeeph (Mich.) Jamestown (N. Y.) Sloux City (Inwa.) Jackson (Mich.) Codar Rapids (Iowa.) Yakima (Wash.) Banger (Mo.) Colorado Springs (Colo.) Laite Charlos (Las.) Salem (Ore.). Waterloo (Iowa).	33,483 33,135	156	223.	Opiden (Utah) Bloomington (III.) Pasco-Konnewick-Richland (Wash.) Sandusky (Ohio) Danville (Va.). Oshkosh (Wisc.) Zanesville (Ohio) Huntsville (Ala.) Clayeane (Wyo.) Clarkaburg (W. Va.) Tecarkan (ToxArk.) Galesburg (III.) Laflayette (ind.) Huttelinson (Kans.) Cumberland (Md.)	16,783	253
6.	Poughkeepsie-Newburgh-	83,876	65	137.	Jackson (Mich.)	33,135 32,517	157 158	217.	Cumberland (Md.)	16,678 16,541	254 258
	Beacon (N. Y.)	83,043	06	23.	Cedar Rapids (Iowa)	32,388	159		De total (Bits.)	10,011	
4.	Peoria (III.)	76.268	67 68	279. 178.	Bangor (Me.)	32,000 32,047	160	283. 73.			256
1.	Fort Lauderdale (Fla.)	76,012	89	196.	Colorado Springs (Colo.)	31,463	162	42.	Kenosha (Wisc.)	16,376	258
5.	Richmond (Va.)	74.289	70 71	225. 265.	Salem (Ore.)	31,334 30,916	163	191. 276.	Butte-Anaconda (Mont.) Wausau (Wisc.)	16,345 16,008	250 260
2.	Fall River-New Redford (Mass.)	72,287	71 72	158.	Waterloo (lowa)	30,916 30,852	165	271.	Tallahassee (Fla.)		261
0.	Wheeling-Steubenville	10,043	73	229.	Lebanon (Pa.)	30,500	188	221. 289.	Tananasse (* ra.) Kokomo (Ind.) Shelsoygan (Wisc.) Padulcah (Ky.) La Crosse (Wisc.) Burlington (Wt.)	15,423 15,376	262 263
4.	Wheeling-Steubenville (W. VaOhio). Wilmington (Del.)	67,842 67,398	74 78	172. 202.	Anderson (Ind.)	30,493 30,263	167 168	250.	Paducah (Ky.)	15,384 15,352	263 264 268
				9.	Atlantic City (N. J.)	30,046	169	222. 190.	Burlington (Vt.)	15,302	286 267
3.	Freene (Cal.)	67,208 67,163 65,464	76 77	179. 143.	Springfield (Ma.)	29,898 29,669	170 171	176. 233.	Auburn (N. Y.). Manitowoc-Two Rivers (Wisc.).	15,213 15,121	267 268
В.	Lansing (Mich.)	65,464	78	261.	Reno (Nev.)	29,148	172	251.	Parkersburg (W. Va.)	14,989 14,800	268
8.	(lowa-III.)	65,434	79	231.	Lincoln (Nebr.)	28,871 28,828	173	235.	Marion (Ind.)	14,800	270
7.	Bakersfield (Cal.)	64,261	80	132.	Santa Barbara (Cal.)	28,655	175	278.	Wilmington (N. C.)	14,868	271
8.	Davenport-Hotet teamor-Violina (lowa-ill.) Bakorsfield (Cal.) Lancaster (Pa.) Shreveport (La.) Spokane (Wash.) Charlotte (N. C.) Baton Rouge (La.) Little Rock-North Little Rock (Asc.)	64,061 63,155	81	5. 138.	Lebanon (Pa.). Anderson (Ind.) Elkhart (Ind.). Atlantic City (W. J.). Battle Croek (Witch.) Springfield (Web.). Reno (Nev.). Lincoln (Nebr.). Sartta Barbara (Gal.). Atlaona (Pa.). Atlaona (Pa.). Champaign-Urhana (Ill.). Everett (Wash.). Pueblo (Colo.).	28,505 28,258	176 177	236.	Marion (Ohio)	14,323 14,066	272 273
0.	Spokane (Wash.)	63,015	82 63	192.	Champaign-Urhana (III.)	28,183	178	187.	Bremerton (Wash.) Owensboro (Ky.)	13,976	274
6.	Beton Rouge (La.)	62,674 62,502	84 85	208. 113.	Pushio (Colo.)	27,989 27,961	179 180	249. 170.	Albany (Ga.)	13,724 13,608	278 276
1.	Little Rock-North Little Rock	40.000		1000	Physics CAR.	07,000		204.	Albany (Ga.)	12 484	277
6.	(Ark.). Reading (Pa.). Duluth-Superior (MinnWisc.).	62,218 62,100	88	114.	Racine (Wisc.). Fayatteville (N. C.). Santa Rosa (Cal.). Terre Haute (Ind.) Daytona Beach (Fla.). Befolt-Janesville (Wisc.). Mansfield (Obio).	27,847	181 182	250. 180.	Quincy (III.) Bellingham (Wash.)	11,845 10,236	278 279
3.	Duluth-Superior (Minn,-Wisc.).	82,025	35	267.	Santa Rosa (Cal.)	27,307 27,175	183	77.	Laredo (Tex.)	8,194	280
5.	El Pase (Tex.). Beaument-Port Arthur (Tex.)	61,888 61,883	89	149. 200.	Daytona Beach (Fla.)	27,007 26,878	184 185				
	Utica-Rome (N. Y.)		91	181.	Befoit-Janesville (Wisc.) Mansfield (Ohlo)	26,806	186	1	Total Above Metropolitan Areas	27,078,55	53
5.				234.		26,555	187				

AUTOMOTIVE STORE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 13 LARGER and 166 other METROPOLITAN MARKETS!

83rd
MARKET
IN THE
NATION

Families Rank	Families 1/1/58 (000)	Metropolitan Market	1957 Automotive Sales (000)	Automotive Sales Rank	1957 Over 1954* Gain (000)	1957 Over 1948* Gain (000)
113	59.1	GREENSBORO, N. C.	\$58,172	101	\$18,775	\$32,166
73	94.4	Tacoma, Wash.	56,284	102	12,001	17,263
80	83.4	Chattanooga, Tenn.	55,174	103	11,357	23,578
89	73.8	Huntington-Ashland, W. VaKy.	53,327	106	13,301	22,313
106	65.9	York, Pa.	52,805	107	7,948	27,474
85	79.1	Johnstown, Pa.	52,018	110	11,542	21,585
96	71.0	Augusta, Ga.	48,162	113	9,086	30,062
102	68.7	Tucson, Ariz.	45,395	118	14,438	27,495
105	67.5	Brockton, Mass.	43,995	123	7,801	21,721
91	73.0	Scranton, Pa.	39,721	134	6,412	17,800

... and 4 other larger Metropolitan Markets, Binghamton, N. Y.; Bristol-Johnson City, Tenn.; Evansville, Ind.; and Browns-Harlng-McAln, Tex.

... 2nd in the CAROLINAS' Metropolitan Markets

MARKET IN THE SOUTH

Families Rank	Families 1/1/58 (000)	Metropolitan Market	Automotive Sales (000)	Automotive Sales Rank	1957 Over 1954* Gain (000)	1957 Over 1948* Gain (000)	
97	70.7	Charlotte, N. C.	\$62,674	84	\$18,884	\$33,151	
113	59.1	GREENSBORO, N. C.	58,172	101	18,775	32,166	
146	45.1	Columbia, S. C.	44,327	121	9,784	18,041	
118	55.3	Greenville, S. C.	43,323	125	9,979	18,662	
159	40.2	Raleigh, N. C.	41,745	130	12,067	22,300	
130	48.9	Winston-Salem, N. C.	38,872	135	11,528	23,842	
120	54.0	Charleston, S. C.	34,462	150	8,229	13,691	
207	28.2	Fayetteville, N. C.	27,307	182	5,380	17,847	
203	29.5	Durham, N. C.	25,865	190	6,548	11,196	
152	42.2	Spartanburg, S. C.	25,346	196	3,857	6,116	
184	32.5	Gastonia, N. C.	23,736	206	7,233	11,287	
172	36.3	Asheville, N. C.	21,456	220	4,918	7,490	
256	21.1	Wilmington, N. C.	14,668	271	2,930	5,648	
		0 0 1001 1 1010 111 1					

* U. S. Bureau of Census figures 1954 and 1948. All other figures Sales Management Survey of Buying Power 1958

... \$155,070,000 AUTOMOTIVE SALES IN GREENSBORD ABC



Greensboro News and Record GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles—Kansas City

OVER 100 000 CIRCULATION DAILY _ OVER 400.000 READERS DAILY

Dollar Volume Ranking of Metropolitan County Areas

Estimates, 1957, for GASOLINE SERVICE STATION SALES, in Descending Order

Code No.	AREA and STATE	Estimates (add 900)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Group Flank	Code No.	AREA and STATE	Estimates (add 000)	Group
99. 83. 28. 41. 130.	New York-N. E. New Jersey (N. YN. J.) Los Angeles-Lang Beach (Cal.) Chicago (III.) Detrolt (Wich.) San Francisco-Oakland (Cal.) Philadelphia (Pa.)	266,727	1 2 3 4 5 6	159. 76. 139. 136. 51. 47. 70.	West Paim Beach (Fia.). Lansing (Mich.) South Bend (Ind.) Severeport (La.) Fort Wayne (Ind.) Evansville (Ind.) Johnstown (Pa.)	22,782 22,350 22,077 21,773 21,307 20,988 20,916	93 94 95 96 97 98 99	79. 178. 258. 184. 201. 247. 234.	Lima (Ohio) . Bangor (We.). Provo (Utah) Bloul-Gulfport (Miss.) Eau Glaire (Wisc.) Odessa (Tex.) Mansfield (Ohio) Pasco-Konnewick-Richland	10,358 10,356 10,203 10,196 10,166 10,033 10,027	186 187 188 189 190 191 192
18. 157. 124. 108. 30.	Washington (D. C.) St. Louis (Mo.)	175,366 174,016 173,782	7 8 9 10	227. 75. 45. 93. 163.	Johnstown (Pa.) Las Vegas (Nev.) Lancaster (Pa.) El Paso (Tex.) Mobile (Ala.) Wilkes-Barre-Hazleton (Pa.)	20,760 20,733 20,713 20,480 20,030	100 101 102 103 104	252. 137. 199.	Sioux City (Iowa)	9,957 9,947	193 194 195
91. 12. 92. 64.	Cleveland (Ohio) Milwaukee (Wisc.) Haitimore (Md.) Minneapolis-St. Paul (Minn.) Houston (Tex.)	133,318 116,871 115,487 112,882	12 13 14 15	65. 10. 81.	Huntington-Ashland (W. VaOhio) Augusta (Ga.) Little Rock-North Little Rock	19,646 19,625	106	273. 185. 101. 202. 277.	Texarkana (TexArk.) Bloomington (III.) Ogden (Utah) Elkhart (Ind.) Williamsport (Pa.)	9,927 9,910 9,823 9,763 9,748	196 197 198 199 200
128. 21. 129. 90. 135. 36. 8. 29. 72.	San Bernardisse-Riverside- Ontario (Cal.). Buffalo (N. Y.). San Diego (Cal.). Nilami (Fla.). Seattle (Wash.). Dallas (Tsu.). Atlanta (Ga.). Circlinnati (Ohio). Kansas City (Mo.).	99,381 96,168 94,956 87,860 85,856 85,615 83,252	16 17 18 19 20 21 22 23 24	59. 120. 46. 6. 116. 188. 205. 241.	(Ark.) Greonville (S. C., Rockford (III.) Erle (Pa.) Amarille (Tex.) Raading (Pa.) Bristo-Johnson City-Kingsport (TenVa.) Eugene (Oro.) Medelet (Cal.) Wisdison (Wisc.)	19,513 18,900 18,712 18,493 18,488 18,392 18,253 17,874 17,867	107 108 109 110 111 112 113 114 115	238. 14. 256. 204. 271. 212. 171. 244. 149.	Elichart (Ind.) Williamsport (Pa.) Michigan City (Ind.) Bay City (Mich.) Portsmouth (Ohio) Enid (Okia.) Tallahassee (Fia.) Gastonia (N. C.) Aloxandria (La.) New Castle (Pa.) Torre Hauth (Ind.) Danville (Ill.)	9.621 9.514 9.509 9.407 9.326 9.278 9.145 9.037 8.973 8.973	201 202 203 204 206 206 207 208 209 210
39. 111. 66. 98. 63. 148.	Denver (Colo.) Portland (Ore.) Indianapolis (Ind.) New Orleans (La.) Hartford-New Britain (Conn.) Tampa-St. Petersburg (Fla.)	79,469 71,568 65,976 65,636 64,814	25 26 27 28 29 30	87. 167. 16. 20. 133.	Binghamton (N. Y.). Brockton (Mass.). Savannah (Ga.).	17,714 17,591 17,235 17,108 17,089	116 117 118 119 120	181. 242. 169. 215. 95.	Beloit-Janesville (Wisc.). Monroe-West Monroe (La.). Abilene (Tgx.). Hagerstown (Md.). Muncie (Ind.). Cumberland (Md.). Kankakee (III).	8,891	211 212 213 214 215
33. 107. 131. 84. 168.	Columbus (Ohio) Phoenix (Ariz.) San Jose (Cal.) Louisville (Ky.) Youngstown (Ohio) Bridgeport-Stamford-Norwalk	62,499	31 32 33 34 36	226. 82. 141. 189. 245. 265.	Lakeland (Fla.) Lorain-Elyria (Ohio) Springfield (III.) Brownsville-Harlingen-McAllen (Tex.) New London-Norwich (Conn.) Salem (Ore.)	17,031 16,948 16,786 16,657 16,640 16,634	121 122 123 124 125 126	197. 220. 288. 54. 113. 246. 57.	Cumberland (Wid, Kankakee (Ills.) Sarasota (Fia.) Cadsden (Ala.) Pueblo (Cole.) Newark (Ohio) Green Bay (Wisc.) Sious Falfs (S. D.) Billings (Mont.) Lebanon (Pa.)	8,617 8,441 8,289 8,257 8,249 8,223 8,142	216 217 218 219 220 221 222
97. 112. 37. 127. 166.	(Conn.). New Haven-Waterbury (Conn.). Providence-Pawtucket (R. I.). Dayton (Ohio). San Antonio (Tex.). Warcester (Mass.).	53,713 51,938 51,533 48,466 47,239 47,037	36 37 38 39 40 41	267. 173. 186. 196. 115. 132.	Salem (Ore.) Santa Riesa (Cal.) Ann Arbor (Mich.) Boise (Idahia) Colorade Springs (Colo.) Raleigh (N. C.) Santa Barbara (Cal.)	16,535 16,501 16,475 16,468 16,198 16,147	127 128 129 130 131 132	138. 183. 229. 248. 239.	Oshkosh (Wisc.)	7,888	223 224 225 226 227
1. 121. 150. 52.	Sacramento (Cal.) Tolede (Ohio) Fort Worth (Tex.)	46,811 46,030 45,857	42 43 44 45	31. 110. 179. 225. 88.	Portland (Me.) Battle Creek (Mich.)	15,949 15,925 15,918 15,625 15,609	133 134 135 136 137	272. 269. 73. 42. 231. 280.	Middletown (Cenn.) Temple (Tex.). Sheboygan (Misc.) Kenosha (Misc.) Dubuque (Iowa) Longview (Tex.) Zanesville (Ohio) Watertown (N. Y.) Lynchburg (Vs.). St. Joseph (Mo.) Lafayette (Ind.)	7,748 7,597 7,533 7,494 7,458	228 229 230 231 232
2. 125. 17. 102. 119. 177.	Memphis (Tenn.). Albany-Schenectady-Trey (N. Y.) Salt Lake City (Utah) Birmingham (Ala.). Oklahoma City (Okla.) Rochester (N. Y.) Bakersfield (Cal.).	41,464 41,303 40,338 40,024 40,003 39,886	47 48 49 50 51 52	32. 122. 11. 61. 71. 24.	Lake Charles (La.) Mianchester (N. H.) Columbus (Ga.) Saginaw (Mich.) Austin (Tex.) Hampton-Newport News- Warwick (Va.) Kalamazoe (Mich.) Charleston (S. C.)	15,369 15,369 15,369 15,304 15,290	138 139 140 141 142 143	275. 232. 123. 223. 175. 262. 240.	Watertown (N. Y.) Lynchburg (Va.) St. Joseph (Mo. Lafayette (Ind.) Appleton (Wisc.) Richmond (Ind.) Midland (Tox.)	7,339 7,332 7,279 7,201 7,200 7,190 7,160 7,084	233 234 235 236 237 238 239 240
96. 49. 100. 4. 53. 103.	Nashvilie (Tenn.) Filnt (Mich.) Norfolk-Portsmouth (Va.) Allentown-Bethlehem-Easton (Pa.) Fresno (Cal.) Omaha (Nebr.) Jacksonville (Fla.)	38,735 38,281 38,012	53 54 56 56 57 58	182. 200. 68. 85. 243. 86.	Charleston (S. C.) Berton Harbor-St. Joseph (Mich.) Daytona Beach (Fla.) Jackson (Wilss.) Lubbock (Tex.) Muskogen (Mich.) Muscon (Ga.) Winston-Saliom (N. C.)	15,200 15,148 14,948 14,919 14,831 14,803	144 145 146 147 148 149	194. 191. 170. 200. 50. 126.	Clarksburg (W. Va.). Butte-Anaconda (Mont.). Albany (Ga.). Rapid City (S. D.). Fort Smith (Ark.). San Angelo (Tex.). Elmira (N. Y.).	7,074 7,029 6,981 6,929 6,906 6,899	241 242 243 244 245 248
69. 74. 56. 117. 142. 22.	Grand Rapids (Mich.)	34,746 33,870 32,768 31,892	50 60 61 62 63 64	165. 60. 219. 80. 253. 118.	Winston-Salem (N. C.). Hamilton-Middletown (Ohio) Jeplin (Mo.). Lincoln (Nebr.). Pensacola (Fia.). Roanoke (Va.). Everett (Wash.). Toncke (Mash.)	14,786 14,756 14,284 14,233 14,055 14,023	150 151 152 153 154 156	203. 274. 230. 214. 207. 224. 266.	Elmiras (N. Y.) Tyler (Tex.) Lewiston-Auburn (We.) Great Falls (Mont.) Farge (N. D.) Lafayette (La.) Sandusty (Ohie) Marion (Ind.) Annisten (Ala.)	6,897 6,824 6,822 6,744 6,722 6,623 6,486	247 248 249 250 251 252 253
154. 161. 164. 26. 62. 160.	Tulas (Okla.) Wichita (Kans.) Wimington (Del.) Charlotte (N. C.) Harrisburg (Pa.) Wheeling-Steubonville	31,344 30,895 30,800 30,218	65 66 67 68 69	206. 151. 9. 94. 144. 134.	Everett (Wash.) Topeka (Kans.) Atlantic City (N. J.) Montgomery (Ala.) Springfield (Ohio) Scranton (Pa.) Jamestown (N. Y.)	13,824 13,675 13,542 13,484 13,470 13,330	156 157 158 159 160 161	235. 174. 249. 251. 250.	Marion (Ind.) Annisten (Ala.) Owensboro (Ky.) Parkersburg (W. Va.) Paducah (Ky.) Wilmington (N. C) La Crosse (Wisc.)	6,436 6,386 6,356 6,342 6,253	254 255 256 257 258
146. 40. 27. 147. 105.	(W. VaOhie). Syracuse (N. Y.). Des Moines (Iowa). Chattanooga (Tenn.). Tacoma (Wash.). Pooria (III.).	30,064 29,426 29,094 27,195 26,722 26,663	70 71 72 73 74 75	218. 67. 279. 38.	Yakima (Wash.) Decatur (III.)	13,216 13,119 12,692 12,639	162 163 164 165	278. 222. 211. 187. 263. 216.	Bremerton (Wash.) Rochester (Minn.)	5,966 5,891 5,830	259 280 261 262 263 264
152. 48. 104. 25. 38.	Trenton (N. J.) Fail River-New Bedford (Mass.). Orlando (Fla.). Charleston (W. Va.). Dayenport-Rock Island-Moline	26,274 25,763	76 77 78 79	56. 192. 143. 7. 114. 261. 162.	Waco (Tex.). Galveston (Tex.). Champaign-Urbana (III.). Springfield (Mo.). Asheville (N. C.). Racine (Wisc.). Reno (Nev.). Wichtis Fells (Tex.)	12,362 12,313 12,167 12,102 12,050 11,948	167 168 169 170 171 172	276. 209. 284. 228. 193. 190.	Wausau (Wisc.) Florence-Sheffield-Tuscumbia- Muscle Shoals (Ala.) St. Cloud (Minn.) Lawton (Okla.) Cheyenne (Wyo.) Burlington (Vt.)	5,790 5,747 5,478 5,397 5,345	285 286 287 268 269
155. 153. 257.	(Iowa-III.) Tucson (M. Y.) Tucson (Ariz.) Poughkeepsie-Newburgh- Beacon (N. Y.) Fort Lauderdale (Fin.)	24,732 24,390	81 82 83 84	23. 109. 270. 172. 254.	Rene (Nev.) Wichita Falls (Tex.) Codar Rapids (Iowa) Pittsfield (Mass.) Spartanburg (S. C.) Anderson (Ind.) Petersburg-Hopewell (Va.)	11,687 11,678 11,360 11,117 10,951 10,803	173 174 175 176 177 178	195. 233. 217. 237.	Clinton (Iowa)	4,848 4,833 4,824 4,582 4,542	270 271 272 273 274
145. 140. 58. 15. 3.	Stockton (Cal.). Spokane (Wash.) Greensboro-High Point (N. C.) Beaumont-Port Arthur (Yex.). Albuquerque (N. M.). Baton Rouge (La.).	24,319 24,133 24,011 23,730 23,638 23,603	85 86 87 88 89 90	5. 208. 78. 256. 213.	Altoona (Pa.) Fayetteville (N. C.) Lexingten (W. C.) Port Huron (Wich.) Grand Forks-East Grand Ferks	10,748 10,712 10,889 10,591	179 180 181 182	176. 236. 221. 180. 77. 259.	Mason City (lowa). Auburn (N. Y.) Marion (Ohio). Kokomo (Ind.). Bellingham (Wash.). Larede (Fox.). Quincy (IiL).	4,363 4,342 4,222 4,175 4,047	275 276 277 278 279
13. 34. 43.	Corpus Christi (Tex.) Duluth-Superior (MinnWisc.)	23,431 23,202	91 92	44. 158.	(N. DMinn.) Durham (N. C.) Waterloo (lowa)	10,453 10,429 10,395	183 184 185		Fotal Above Metropolitan Areas		280

GASOLINE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 26 LARGER and 167 other METROPOLITAN MARKETS!

83rd
MARKET
IN THE
NATION

Families Rank	Families 1/1/58 (000)	Metropolitan Market	1957 Gasoline Sales (000)	Gasoline Sales Rank	1957 Over 1954* Gain (000)	1957 Over 1948* Gain (000)
113	59.1	GREENSBORO, N. C.	\$24,011	87	\$8,818	\$15,169
79	83.6	Duluth-Superior, MinnWis.	23,202	92	6,265	11,334
88	74.7	Shreveport, La.	21,773	96	6,095	15,384
85	79.1	Johnstown, Pa.	20,916	99	5,716	10,979
93	71.6	El Paso, Tex.	20,713	102	6,760	14,868
87	76.5	Mobile, Ala.	20,480	103	6,723	11,872
63	104.4	Wilkes-Barre-Hazleton, Pa.	20,030	104	4,282	8,920
89	73.8	Huntington-Ashland, W.VaKy.	19,646	105	5,835	12,345
86	76.6	Little Rock-N. Little Rock, Ark.	19,513	107	5,684	9,854
84	80.2	Reading, Pa.	18,392	112	4,755	8,458

. . and 17 larger Metropolitan Markets, South Bend, Ft. Wayne and Evansville, Ind., Augusta, Ga., Lancaster, Erie, York and Scranton, Pa., Beaumont-Port Arthur, Corpus Christi and Browns-Hring-McAln, Tex., Brockton, Mass., Baton Rouge, La., Lansing, Mich., Albuquerque, N. M., Binghamton, N. Y., and Bristol-Johnson City, Tenn.

. . . 2nd in the CAROLINAS' Metropolitan Markets

I.5the
MARKET
IN THE
SOUTH

Families Rank	Families 1/1/58 (000)	Metropolitan Market	1957 Gasoline Sales (000)	Gasoline Sales Rank	1957 Over 1954* Gain (000)	1957 Over 1948* Gain (000)
97	70.7	Charlotte, N. C.	\$30,800	68	\$10,618	\$21,779
113	59.1	GREENSBORO, N. C.	24,011	87	8,818	15,169
118	55.3	Greenville, S. C.	18,900	108	5,203	12,097
159	40.2	Raleigh, N. C.	16,198	131	5,399	10,542
146	45.1	Columbia, S. C.	15,949	133	4,298	9,404
120	54.0	Charleston, S. C.	15,290	143	4,414	9,857
130	48.9	Winston-Salem, N. C.	14,786	150	5,032	10,647
172	36.3	Asheville, N. C.	12,102	170	3,355	7,010
152	42.2	Spartanburg, S. C.	11,117	176	2,308	5,704
207	28.2	Fayetteville, N. C.	10,712	180	2,646	6,782
203	29.5	Durham, N. C.	10,429	184	3,125	5,965
184	32.5	Gastonia, N. C.	9,278	206	3,229	5,880
256	21.1	Wilmington, N. C.	6,249	259	1,560	2,954

* U. S. Bureau of Census figures 1954 and 1948. All Other figures Sales Management Survey of Buying Power 1958.

... \$71,407,000 GASOLINE SALES IN GREENSBORD ABC



Greensboro News and Record GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles—Kansas City

OVER 100,000 CIRCULATION DAILY - OVER 400,000 READERS DAILY

Dollar Volume Ranking of Metropolitan County Areas Estimates, 1957, for DRUG STORE SALES, in Descending Order

Code No.	AREA and STATE	Estimates (add 000)	Group Flank	Code No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Group
99.	New York-N. E. New Jersey			139.	South Bend (Ind.)	9,318	93	198.	Danville (III.) Sloux Falls (S. D.) Rochester (Minn.) Clarksburg (W. Va.) Muncie (Ind.) Middletown (Conn.) Port Huron (Mich.) Bromerton (Wash.) Lynchburg (Va.)	4,132	187
83.	(N. YN. J.) Los Angeles-Long Beach (Cal.)	478,873 303,122	2	3. 58.	Greenshore-High Point (N. C.)	9,309	94 95 96	138.	Sioux Falls (S. D.)	4,033 3,999	188 189
28.	Chicago (III.)	285,831	3	110.	Portland (Me.)	9.207	96	263. 194.	Clarksburg (W. Va.)	3,971	190
106.	Chicago (III.) Detroit (Mich.) Philadelphia (Pn.)	208,444 147,424	5	145. 155.	Portland (Me.). Stockton (Cal.). Utica-Rome (N. Y.).	9,201 9,173	97 98	95. 239.	Muncie (Ind.)	3,889	191
18.	Boston (Mass.) San Francisco-Oakland (Cal.)	127,288 116,398	5 6 7	152.	Trenton (N. J.) Evansville (Ind.) Little Rock-North Little Rock	9,083	99	255.	Port Huron (Mich.)	3,841	193
157.	Washington (D. C.)	116,101	8	47. 81.	Little Rock-North Little Rock	8,965	100	187. 232.	Lynchburg (Va.)	3,724 3,702	194
30. 108.			10	27.	Chattanana (Tana)	8,964 8,864	101	113.	Bueble (Cala)	3,673	196
124.	Filtsburgh (Pa.). St. Louis (Mo.). Baltimore (Md.). Kansas City (Mo.). Minneapolis-St. Paul (Minn.).	82,573	11	51.	Fort Wayne (Ind.) Brockton (Mass.) Corpus Christi (Tex.)	8,709	103	278.	Pueblo (Cole.)	3,572	197
72.	Kansas City (Mo.)	81,410 69,987	12 13	20.	Cornus Christi (Tex.)	8,700 8,500	104 105	42. 181.	Dubuque (lowa)	3,564 3,556	198 199
92.	Minneapolis-St. Paul (Minn.) Denver (Colo.)	60,751 55,061	14	71.			106	219.	Dubuque (lowa). Beloit-Janesville (Wisc.)	3,545	200
90.				120.	Kalamazoo (Mich.)	8,450 8,383	107	258. 38.	Jopin (Mo.) Prove (Utah) Decatur (III.) Lima (Ohio) Temple (Tex.). Michigan City (Mot.) Michigan City (Ind.). Altoons (Pa.) Mansfield (Ohio). Abilone (Tex.)	3,545 3,504	200
64.	Miami (Fla.) Houston (Tex.)	54,813 47,651 47,307	16 17	9.	Rockford (III.) Atlantic City (N. J.). Ann Arbor (Mich.). Huntington-Ashland	8,294 8,111	108	79. 272.	Lima (Ohio)	3,495 3,492	203 204
21.	Buffalo (N. Y.) Cincinnati (Ohio) Milwaukee (Wisc.)	47,307 44,708	18	65.	Huntington-Ashland			57.	Green Bay (Wisc.)	3,483	205
91.	Milwaukee (Wisc.)	44,601	20	141.	Springfield (III.)	7,849 7,590	110	240. 238.	Michigan City (Ind.)	3,442	206
66.	Indianapolis (Ind.)	44,104	21	122.	(W. VaOhio) Springfield (III.) Saginaw (Mich.) Daytona Beach (Fla.) Wilkes-Barre-Hazleton (Pa.)	7,586 7,432	112	5.	Altoona (Pa.)	3,394	208
35. 98.	Dallas (Tex.) New Orleans (La.)	41,601	22 23 24	163.	Wilkes-Barre-Hazleton (Pa.)	7,340	114	169	Abilene (Tex.)	3,348	210
135.	Seattle (Wash.)	40,245 38,384	25	182.		7,305	115	254.	Potershura-Henswell (Va.)	3,329	211
129.	Seattle (Wash.) San Diego (Cal.) Hartford-New Britain (Conn.)	36,074 35,758	26 27	6.	(Mich.) Amarille (Tex.) Binghamton (N. Y.) Erie (Pa.) Colorado Springs (Cole.)	7.271	116	212.	Gastonia (N. C.)	3,320	212
84.	Louisville (Ky.) Tampa-St. Petersburg (Fla.)	33,859	28	48.	Erie (Pa.)	7,223 7,116	117	280. 183.	Billings (Mont.)	3,283 3,261	213
148.	Providence-Pawtucket (R. I.)	33,462 31,335	29 30	196.	Colorado Springs (Colo.) Austin (Tex.)	7,068 7,007	119 120	275. 185.	Watertown (N. Y.)	3,252 3,244	215 216
33.		30,598	31			1,001	120	208.	Petersburg-Hepswell (Va.). Gastonia (N. C.). Zanesville (Ohio). Billings (Mont.). Watertown (N. Y.). Bloomington (III.). Everett (Wash.). Bilosi-Gulfport (Miss.). Richmand (Ind.).	3,239	217
19.	Columbus (Ohio)			189.	Brownsville-Harlingen-McAllen (Tex.)	6.756	121	184. 262.	Biloxi-Gulfport (Miss.)	3,218 3,177	218 219
97.	(Conn.)	29,972 28,207	32 33	227.	Las Vegas (Nev.)	6,892 6,820	122 123	215.	Hagerstown (Nid.)	3,128	220
128.	San Bernardino-Riverside-			24.	(Tex.) Las Vegas (Nev.) Modesto (Cal.) Charleston (S. C.) Augusta (Ga.)	6,809	124	242. 250.	Richmond (Ind.) Hagerstown (Mid.) Monroe-West Monroe (La.) Paducah (Ky.) Sandusky (Ohio) Elmira (N. Y.) Bangor (Me.)	3,114 3,095	221 222
111.	Ontario (Cal.)	27,332 26,390	34 35	10. 116.	Reading (Pa.)	6,805 6,726	125 126	266. 203.	Sandusky (Ohio)	3,088 3,045	223 224
107. 52.	Portland (Ore.) Phoenix (Ariz.) Fort Worth (Tex.)	25,993 25,725	36 37	243.	Reading (Pa.) Muskegen (Mich.) Lincoln (Nebr.)	6,647	127	178.	Bangor (Me.)	3,041	228
37.	Dayton (Ohio)	23,709	38	156.	Waco (Tex.)	6,612 6,512	128 129	73.			226
131. 119.	Dayton (Ohio) San Jose (Cal.) Rochester (N. Y.) Toledo (Ohio) Oklahoma City (Okia.) Akron (Ohio) Saringfield-Holyoke (Mass.)	23,034 22,228	39 40	82. 165.	Waco (Tex.) Lorain-Elyria (Ohio) Winston-Salem (N. C.). Roanoke (Va.). Greenville (S. C.) Santa Barbara (Cal.)	6,400 6,335	130 131	264. 247.	Kenosha (Wisc.)		227
150.	Toledo (Ohio)	22,094	41	118.	Roanoke (Va.)	6,326	132	202.	Odessa (Tex.) Elkhart (Ind.) Texarkana (TexArk.) Cumberland (Md.) New Castle (Pa.) Oshkosh (Wisc.)	3,014	228 229
102.	Akron (Ohio)	20,954 20,948	42 43	59. 132.	Santa Barbara (Cal.)	6,324 6,315	133 134	273. 197.	Texarkana (TexArk.)	3,005 3,002	230 231
142. 166.	Springfield-Holyoke (Mass.)	20,900 20,858	44 45	86.	Macon (Ga.)	6,200	135	244.	New Castle (Pa.)	2,978	232
	WY OF COOLER (IVINGSOS)	20,000		133.	Savannah (Ga.)	6,238	138	248. 214.	Oshkosh (Wisc.) Great Falls (Mont.) Rapid City (S. D.)	2,891 2,889	233 234
56. 168.	Grand Rapids (Mich.)	20,838 20,697	46 47	75. 115.	Lancaster (Pa.)	6,203	137 138	260. 175.	Rapid City (S. D.)	2,868 2,862	235
89.			48	134.	Scranton (Pa.)	6,151	139	201.	Eau Claire (Wisc.)	2,827	236
100.	Memphis (Tenn.) Norfolk-Portsmouth (Va.) Salt Lake City (Utah)	20,145 19,570	49 50	68.	Savannah (Ga.) Lancaster (Pa.) Raleigh (N. C.) Scranton (Pa.) Jackson (Miss.) Hampton-Newport News- Worsziek (Va.)	6,098	140	50. 207.	Appleton (Wisc.) Eau Claire (Wisc.) Fort Smith (Ark.) Farge (N. D.) Enid (Okla.)	2,811 2,789	238
125. 103.	Salt Lake City (Utah) Omaha (Nebr.)	18,614 18,594	51 52	23.	Warwick (Va.)	6,068 6,054	141 142	204.	Enid (Okla.)	2,779	240
49.	Flint (Mich.)	18,344	53	143.	Springfield (Ma.)	6,026	143	250.	Quincy (III.). Lawton (Okia.)	2,738	241
121.	Filint (Mich.) San Antonio (Tex.) Sacramento (Cal.) Albany-Schenectady-Troy	18,316 18,313	54 55	265. 226.	Salem (Ore.) Lakeland (Fla.) Battle Creek (Mich.)	5,968 5,967	144 145	228. 54.	Carletian (Ala.)	2,727 2,718	242 243
2.	Albany-Schenectady-Troy	18,193	56	179. 253.	Battle Creek (Mich.)	5,953 5,935	146 147	126.	San Angelo (Tex.)	2,703	244
17.	(N. Y.). Birmingham (Aia.). Wichita (Kans.). Richmond (Va.). Fresno (Cal.).	17,676 15,988	57	7.	Asheville (N. C.)	5,903	148	231. 251.	Gadsden (Ala.). San Angelo (Tex.) Longview (Tex.) Parkersburg (W. Va.) Alexandria ((La.)	2,703 2,677	244 246 247
161. 117.	Richmond (Va.)	15,988	58 59	151. 267.	Topeka (Kans.)	5,884	149 150	171. 246.	Alexandria ((La.)	2,668 2,606	243
53.	Fresno (Cal.)	15,690	60	245.	New London-Norwich (Conn.)	5,804	151	200.	Newark (Ohio)		
154.	Tulsa (Okla.)	15,267	61	67.	Jackson (Mich.)	5,784	152	211.	Muscle Shoals (Ala.)	2,604 2,567	249 250
210.	Tulsa (Okia.) Fort Lauderdale (Fia.) Allentown-Bethiehem-Easton	15,089	62	55. 78.		5,760 5,671	153 154	208. 235.	Fayetteville (N. C.)	2,537 2,493	251 252
146.	(Pa.)	14,615 13,888	63 64	123.	Lexington (Ky.) St. Joseph (Mo.)	5.583	155	277.	Williamsport (Pa.)	2,473	253
164.	(Pa.). Syracuse (N. Y.). Wilmington (Del.). Charlotte (N. C.).	13,848	65	85.	Columbus (Ga.) Lubbock (Tex.) Bristol-Johnson City-Kingsport	5,547 5,497	156 157	216.	Wuscle Shoats (Ma.) Galesburg (III.) Fayetteville (N. C.) Marion (Ind.) Williamsport (Pa.) Huntsville (Ala.) Kankakee (III.)	2,432 2,423	254 255
26.	Charlotte (N. C.)	13,481 13,361	66 67	188.	Bristol-Johnson City-Kingsport	5,473	158	193.			256
48.	Mobile (Ala.) Fall River-New Bedford (Mass.).	13,294 12,976	68 69	31.	(Tenn-Va.) Columbia (S. C.) Springfield (Ohio) Boise (Idaho) Pittsfield (Mass.)	5,467	159	249.	Cheyenne (Wyo.)	2,392 2,384	257
96.	Des Moines (Iowa)	12,623	70	186.	Boise (Idahe)	5,448 5,427	160	224. 199.	Danville (Va.)	2,351 2,341	258
74.	Knoxville (Tenn.)	12,523 12,385	71 72	109. 114.	Pittsfield (Mass.)	5,338	162	170.	Albany (Ga.) Sheboygan (Wisc.) Grand Forks-East Grand Forks	2,313	280
122.	Harrisburg (Pa.)	11,649	73	60.	Hamilton-Middletewn (Ohio)	5,329 5,284	163 164	269. 213.	Grand Forks-East Grand Forks	2,306	261
261.	Reno (Nev.) Davenport-Rock Island-Moline	11,302	74	274.	Tyler (Tex.)	5,267	165	256.	(N. DMinn.)	2,302 2,235	262
	(lowa-lil.)	11,273	75	172.	Anderson (Ind.) Johnstown (Pa.) Wichita Falls (Tex.)	5,285	166	236.			263 264
147.	Tacoma (Wash.)	11,194	76	70. 162.	Johnstown (Pa.)	5,142 5,142	167 167	221.	Kokomo (Ind.)	2,107 2,087	265 266
140.	Spokane (Wash.)	10,945 10,892	77 78	279. 94.	Yakima (Wash.) Montgomery (Ala.) Pasco-Kennewick-Richland	5,140	169	191.	Kokomo (Ind.). Lewiston-Auburn (Me.). Butte-Anaconda (Mont.)	2,061	267
105.	Peoria (III.) Bakersfield (Cai.)	10,886	79	252.	Pasco-Kennewick-Richland	5,011	170	217.	Hutchinson (Kans.) Mason City (Iowa) Lebanon (Pa.)	2.060	268 269
177.	Bakersfield (Cal.)	10,731 10,597	80 81	137.	Sioux City (Iowa)	4,941 4,903	171 172	229.	Lebanon (Pa.)	1,894	270
160.	Madison (Wisc.)			268.	Sarasota (Fla.) Champaign-Urbana (III.)	4,891	173	180.	Bellingham (Wash.)	1,862	271
257.	(W. VaOhio) Poughkeepsie-Newburgh-	10,454	82	192. 225.	Lake Charles (La.)	4,757	174 175	195. 271.	Tallahassee (Fla.)	1,838	272 273
159.	Beacon (N. Y.)	10,442	83 84	167.	York (Pa.). Torre Haute (Ind.)	4,601 4,544	178	222.	Clinton (lowa). Tallahassee (Fla.) La Crosse (Wisc.)	1,787	274
15.	Resument-Port Arthur (Tex.)	10,096	85	223.	Lafayette (Ind.). Durham (N. C.).	4,531	177 178	190. 176.	Auburn (N. Y.)	1,772 1,712	275 276
25. 153.	Charleston (W. Va.)	10,076 9,937	86 87	44.	Hay City (Witch.)	4,402 4,378	179 180	77. 174.	Burlington (Vt.). Auburn (N. Y.). Laredo (Tex.). Anniston (Ala.).	1,644 1,635	277 278
36.	Tucson (Ariz.)Shreveport (La.)	9,921	88	158.	Waterloo (lowa),	4.366	181	278.	Wausau (Wisc.) Manitowoc-Two Rivers (Wisc.).		279
45.	El Paso (Tex.)	9,633 9,476	89 90	205. 88.	Eugene (Ore.) Manchester (N. H.) Spartanburg (S. C.) Jamestown (N. Y.)	4,334 4,333	182 183	233.	Manitowoc-Two Rivers (Wisc.).	1,212	280
38N 104.	Orlando (Fla.)	9,436	91	270. 218.	Spartanburg (S. C.)	4,309 4,201	184 185		Total Shows Effetrenalites Sees	4 940 000	
	NAME AND POST OF THE PARTY OF T	9,404	92	101.	Ogden (Utah)	4,188	186		Total Above Metropolitan Areas	. 4,019,06	

DRUG STORE SALES

come easier in the growing

GREENSBORO

Metropolitan Market

LEADS 21 LARGER and 164 other METROPOLITAN MARKETS!

83rd MARKET IN THE NATION

Families Rank	Families 1/1/58 (000)	Metropolitan Market	1957 Drug Sales. (000)	Drug Sales Rank	1957 Over 1954* Gain (000)	1957 Over 1948* Gain (000)
113	59.1	GREENSBORO, N. C.	\$9,237	95	\$3,226	\$4,746
95	71.1	Stockton, Calif.	9,201	97	1,349	4,410
76	89.0	Utica-Rome, N. Y.	9,173	98	1,336	3,400
92	71.7	Trenton, N. J.	9,083	99	1,667	3,711
86	76.6	Little Rock-N. Little Rock, Ark.	8,964	101	1,616	3,005
80	83.4	Chattanooga, Tenn.	8,864	102	1,320	2,289
63	104.4	Wilkes-Barre-Hazleton, Pa.	7,340	114	719	1,221
84	80.2	Reading, Pa.	6,726	126	962	1,849
91	73.0	Scranton, Pa.	6,151	139	634	1,465
85	79.1	Johnstown, Pa.	5,142	167	866	1,428

. . . and 12 other larger Metropolitan Markets, Augusta, Ga., Lancaster, Erie and York, Pa., Fort Wayne, and Evansville, Ind., Corpus Christi and Browns-Hring-McAln, Tex., Brockton, Mass., Binghamton, N. Y., Bristol-Johnson City, Tenn., and Huntington-Ashland, W. Va.-Ky.

... 2nd in the CAROLINAS' Metropolitan Markets

MARKET IN THE SOUTH

Families Rank	Families 1/1/58 (000)	Metropolitan Market	Drug Sales (000)	Drug Sales Rank	Over 1954* Gain (000)	Over 1948* Gain (000)	
97	70.7	Charlotte, N. C.	\$13,481	66	\$-1,414	\$7,788	
113	59.1	GREENSBORO, N. C.	9,237	95	3,226	4,746	
120	54.0	Charleston, S. C.	6,809	124	1,234	2,939	
130	48.9	Winston-Salem, N.C.	6,335	131	2,298	3,326	
118	55.3	Greenville, S. C.	6,324	133	1,087	2,077	
159	40.2	Raleigh, N. C.	6,200	138	2,215	2,516	
172	36.3	Asheville, N. C.	5,903	148	2,547	2,401	
146	45.1	Columbia, S. C.	5,467	159	670	1,415	
203	29.5	Durham, N. C.	4,402	179	1,629	1,719	
152	42.2	Spartanburg, S. C.	4,309	184	379	1,639	
256	21.1	Wilmington, N. C.	3,572	197	480	1,659	
184	32.5	Gastonia, N. C.	3,320	212	823	1,187	
207	28.2	Fayetteville, N. C.	2,537	251	334	955	

* U. S. Bureau of Census figures 1954 and 1948. All other figures Sales Management Survey of Buying Power 1958.

\$22,616,000 DRUG SALES IN GREENSBORD ABC RETAIL TRADING AREA!



Greensboro News and Record Greensboro, North Carolina

Represented by Jann & Kelley, Inc.

New York—Chicago—Defroit—Atlanta—San Francisco—Los Angeles—Kansas City,

OVER 100,000 CIRCULATION DAILY - OVER 400,000 READERS DAILY

the Spokane Market is



Total Spokane Market

Effective Income: \$1,922,915,000
Retail Sales: \$1,287,109,000
Families: 346,300 (Population: 1,108,200)

The Spohesman-Review and Spohane Daily Chronicle reach 5 out of 10 families



Retail Trading Zone*

Effective Income: \$1,186,915,000
Rerail Sales: \$ 760,054,000
Families: 201,800 (Population: 645,100)

The Spokesman-Review and Spokane Daily Chronicle reach 7 out of 10 families



Metropolitan Spokane

Effective Income: \$519,983,000
Retail Sales: \$338,221,000
Families: 87,500 (Population: 267,800)

The Spoherman-Review and Spohane Daily Chronicle roach 10 out of 10 families

Totals are cumulative Pagulation, hauseholds, income, sales: Sales Management, 1931 Circulation, AMC Audit Report, March 31, 1937 *24 complete counties shown. Latest data, with acception of the control of counties of the country of counties defined by AMC by metropolitan areas, better go cautiously when you come to Spokane.

Measuring this big market in terms of metropolitan data is like fitting diapers on King Farouk. It just can't be done.

Why? Because the isolated Spokane region is one of the West's largest natural marketing areas

-an integrated trade entity the size of New England ... but in the very heart of the Pacific Northwest

Walled in on all sides
by giant mountain ranges...
and separated from surrounding
markets by great
distances... it conforms
ideally to the logic
of geography and
distribution patterns.

More than a metropolitan area, this vast market is composed of hundreds of prosperous cities and towns and rich farm communities.

4 times as big as it looks

Population is over a million (greater than the Milwaukee Metropolitan Area)
... income is close to two billion
... and sales are over one billion (beating those of 14 individual states!).

Measured by any market index you choose, it's four times as big as it's metropolitan area. And you sell it all, when you sell Spokane!

For not only do Spokane's two big daily newspapers
-- The Spokesman-Review and Spokane Daily Chroniclefurnish complete coverage of metropolitan
Spokane, they blanket the entire Spokane
Market, too.

Throughout one of the largest areas served by any daily newspaper in the country, these two big newspapers enter one out of every two households!

THE SPOKESMAN-REVIEW SPOKANE DAILY CHRONICLE





To cover the vast Spokane Market, delivery trucks of The Spokesman-Review and Spokane Daily Chronicle travel a distance equal to three times around the world every week.



More than 2400 carrier-salesmen in hundreds of cities and towns throughout the Spokane Market provide 9 out of 10 subscribers with home delivery service.

Advertising Representatives: Cresmer & Woodward, Inc.
Sunday Spokesman-Review carries Metro Sunday Comics and This Week magazine.

Dollar Volume Ranking of Metropolitan County Areas

Estimates, 1957, for EATING AND DRINKING PLACES SALES, in Descending Order

No.	AREA and STATE	Estimates (add 000)	Group Rank	Cede No.	AREA and STATE	Estimates (add 080)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Gre Rar
99.	New York-N. E. New Jersey			47.	Evansville (Ind.)	19,648	94	200.	Rhehausan /Milas \		-
28.	(N. Y.=N. J.)	1,987,813	1	104.	Evanoville (Ind.) Oriando (Fila.) El Paso (Tex.) Springfield (Iii.) Brockton (Mass.) Albuquerquo (N. M.) Corpus Christi (Tex.) Charleston (W. Va.) Petron (Nev.) Daytona Beach (Fila.) Scranton (Pa.)	19,810	95	206.	Sheboygan (Wise,)	8,577	188
33.	Chicago (III.) Los Angeles-Long Beach (Cal.). Philadelphia (Pa.) Detroit (Mich.)	692,376	2 3	45. 141.	Sorinefield (III.)	19,383	96	172.	Anderson (Ind.) Lexington (Ky.) Springfield (We.) Kankakee (III.) Bay City (Mich.) Topeka (Kans.)	8,540	190
16. 11.	Philadelphia (Pa.)	421,978	4	120.	Brockton (Mass.)	19,168	98	143.	Springfield (Ma.)	8,524 8,406	191
30.	Con Formalism Orbital (C. 1)	301,770	6	43. F34.	Albuquerque (N. M.)	18,899	99	220.	Kankakee (III.)	8,377	193
18.	Sain Prancisco-Justinni (Cal.) Boston (Mass.) Baltimore (Md.) Cleveland (Ohio) Pittsburgh (Pa.) St. Louis (Mo.) Washington (D. C.) Miami (Fis.)	310,991	7	F25.	Charleston (W. Va.)	18,832 18,764	100	14. 181.	Bay City (Mich.)	8,250	194
0.	Baltimore (Md.)	201,821	8	261.	Rene (Nev.)	18,400	102	101.	ropesta (Rans.)	8,237	195
18.	Pittsburgh (Pa.)	198,563 195,289	10	200. 134.	Daytona Beach (Fia.)	17,559	103	223.	Lafayette (Ind.)	8,206	196
7.	St. Louis (Mo.)	193,833	11	81.	Little Reck-North Little Rock		104	275.	Wilmington (N. C.)	8,192 8,154	197
10.	Washington (D. C.)	188,159 158,970	12		(Ark.)	17,484	105	208.	Sandusky (Ohio).	8,122	199
21.	Miami (Fia.) Buffale (N. Y.) Milwaukee (Wisc.)	147,788	14	46.	Eria (Pa.)	17.365	106	198. 183.	Danville (III.) Billings (Mont.) Bristol-Johnson City-Kingsport		200
11.	Milwaukee (Wisc.)	139,997	15	138.	Shrevepert (La.)	17,264	107	188.	Bristol-Johnson City-Kingsport	7,984	201
2.	Minneapolis-St. Paul (Minn.)	129,391	16	82.	Erio (Pa.)	16,962	108		(TennVa.)	7,985	202
9.	Cincinnati (Ohio)	126,036	17	227.	Las Vegas (Nev.)	16,967 16,880	109 110	42. 50.	(19m94a.) Obusique (19wa). Greenville (S. C.) Michigan City (Ind.) Pert Huror (Mich.). Manitowec-Two Rivers (Wisc.). Wichita Falls (Tex.) Altoona (Pa.)	7.912	203
5.	Man O TWASH.	94,416	18	93.	Mobile (Ala.) Beaumont-Port Arthur (Tex.)	18,794	111	238.	Michigan City (Ind.)	7,803 7,848	204
4.	New Orleans (La.) Houston (Tex.). San Diego (Cal.) Kansas City (Mo.) Dallas (Tex.). Denver (Cols.) Tampa-St. Petersburg (Fla.) Portland (Ore.).	92,019 87,675	19	15.	Beaumont-Port Arthur (Tex.)	16,429	112	285. 233.	Port Huron (Mich.)	7,566	206
9.	San Diego (Cal.)	87,525	21	76.	Baton Rouge (La.) Lansing (Mich.) Hamilton-Middletown (Ohio)	16,253	113	182.	Wichita Falls (Tax.)	7,515 7,481	207
5.	Dallas (Tex.)	88,520 77,045	22 23	60. 75.	Hamilton-Middletown (Ohio)		115	5. 85.	Aitoona (Pa.) Lubbook (Tex.)	7,482 7,428	200
9.	Denver (Colo.)	76,594	24	11.	rrammon-relicate town (Ohio) Lancaster (Pa.) Austin (Tex.) Johnstown (Pa.) Huntington-Ashland (W. VaOhio) Galveston (Tex.)	16,007 15,134	116	85.	Lubbeck (Tex.)	7,428	210
8.	Portland (Ore)	73,812	25	70.	Johnstown (Pa.)	14,907	118	138.	Sieux Fails (S. D.)	7,414	211
8.	Portland (Ore.). Indianapolis (Ind.). Hartford-New Britain (Conn.)	73,674 72,383	26 27	65.	(W VsObia)	14,844	110	276.	Wausau (Wisc.)	7,397	212
3.	Hartford-New Britain (Conn.)	70,837	28	55.	Galveston (Tex.)	14,770	119 120	175. 219.	Jeolin (Me.)	7,371 7,231	213 214
1.	Columbus (Ohio)	69,928	29					280.	Quincy (III.)	8,972	215
	Ontario (Cal.)	69,877	30	167. 173.	York (Pa.). Ann Arber (Mish.)	13,883	121	207.	Fargo (N. D.)	6,943	216
4.				218.	Jamestown (N. Y.) New London-Norwich (Conn.)	13,859 13,855	122 123		Appleton (Wisc,) Joalin (Me.)	6,937	217
7.	Louisville (Ky.) New Haven-Waterbury (Cenn.)	68,282	31	245.	New London-Norwich (Conn.)	13,755	124	280.	Zanesville (Ohio)	6,772	219
3.	Atlanta (Ga.)	65,188 63,771	32 33	132.	Santa Barbara (Cal.)	13,627 13,598	125 126	239. 263.	Middletown (Conn.)	6,743	220
1.	Atlanta (Ga.) Bridgeport-Stamford-Norwalk			253.	New London-Norwich (Conn.). Santa Barbara (Cal.) Santa Rosa (Cal.) Pensacola (Fia.) Augusta (Cs.) Brownsville-Harlingen- McAllen (Tex.) Decatur (III.) Saginaw (Mich.) Celerado Springs (Cele.). Greensboro-High Point (N. C.). Greens Bay (Wisc.)	13,497	127	246.	Portsmouth (Ohio) Zanesville (Ohio) Middleteven (Cenn.) Ruchester (Minn.) Newark (Ohio) Rapid City (S. D.) Cheyenne (Wyo.) Bloomington (III.)	6,680	221
2.	(Conn.). Providence-Pawtucket (R. I.) Albany-Schenectady-Troy (N. Y.)	61,606 58,828	34 35	10.	Augusta (Ga.)	13,487	128	260.	Rapid City (S. D.)	6,585	223
2.	Albany-Schenectady-Trey (N. Y.)	56,384	36	100.	McAllen (Tex.)	13,460	129	193. 185.	Ricomington (till)	6,581	224 225
:	Dayton (Ohle)	54,916	37	38.	Decatur (III.)	13,348	130		Stoomington (III.)	9,0//	223
1.	Toledo (Ohie)	52,225 51,988	38	196.	Colorado Springs (Colo.)	13,294 13,090	131 132	242.	Asheville (N. C.)	6,464	226
	Akron (Ohio)	51,914	40	58.	Greensboro-High Point (N. C.)	13,016	133	44.	Durham (N. C.)	6,254	227
	Voungstown (Obio)	51,887	41	57.	Green Bay (Wisc.)	12,984	134	277.	Williamsport (Pa.)	6,272	229
	Phoenix (Ariz.)	50,805 49,478	42 43	133.	Savannah (Ga.)	12,944	135	101.	Ogden (Utah)	6,227	230
:	San Jose (Cal.)	46,585	44	182.	Benton Harbor-St. Joseph			252.	Pasco-Kennewick-Richland	6,152	231
.	Albany-Schenectaty-Tray (N. Y.) Dayton (Ohio) Rochester (N. Y.) Tolede (Ohio) Alron (Ohio) Alron (Ohio) Omaha (Nebr.) Youngstown (Ohio) Phoenix (Ariz.) San Jose (Cal.) Sacramento (Cal.)	46,326	45	191.	(Mich.) Butte-Anaconda (Mont.)	12,797	136	100	Monroe-West Monroe (La.) Durham (N. C.). Williamsport (Pa.). Ogden (Utah). Pasco-Kennewick-Richtand (Wash.). Cumberland (Md.). Fort Smith (Ark.). Lafayette (La.) St. Cloud (Min.). Richmond (Ind.). Paducah (Ky.). Galesburg (Ili.). Petersburg-Hopewell (Va.).	5,995	232
- 1	Wassastan (Massa)	48,317	46	114.	Racine (Wisc.)	12,657 12,017	137 138	197.	Cumberland (Md.)	5,951	233 234
	Syracuse (N. Y.)	44,748	47 48	241.	Modesto (Cal.)	11,985	139	224.	Lafayette (La.)	5,898 5,842	234
	Atlantic City (N. J.)	44,132	48	110.	Portland (Me.)	11,934 11,894	140	264.	St. Cloud (Minn.)	5,780	236
	San Antonie (Tex.)	43,740 43,387	50	100.	Butte-Anaconda (Mont.). Racine (Wisc.). Modesto (Cal.). Portland (Me.). Kalamazoo (Mich.). Pittsfield (Mass.). Sarasota (Fla.).	11,786	141	250.	Paducah (My.)	5,778	237
:	Fort Lauderdale (Fla.)	41,299 41,054	51			11,561	143	211.	Galesburg (III.)	5,764 5,761	238
	Vorcessor (vinass.) Syracuse (N. Y.) Norfolic-Pertemouth (Va.) Atlantic City (N. J.) San Antonie (Tox.) Fort Lauderdaie (Fla.) Springfield-Holyoke (Mass.) Allentown-Bethlehem-Easten	41,004	52	61.	Warwick (Va.)	11.552	144	254.	Petersburg-Hopewell (Va.)	5,727	240
2.	Allentown-Bethlehem-Easton (Pa.) (Pa.) Fort Worth (Tex.) Oklahoma City (Okla.) Jacksonville (Fla.) Poughkeepsie-Newburgh- Beacen (N. Y.) Birmingham (Ala.) Trenton (N. J.) Memphile (Tenn.)	37,041	53	67.	Hampton-Newport News- Warwick (Va.) Jackson (Mich.) Amarille (Tex.) Oshkosh (Wisc.) Beloit-Janesville (Wisc.) Biloix-Guilfport (Miss.) Mansfield (Ohie)	11.287	145	178.	Banger (Me.). New Castle (Pa.). Temple (Tex.). Auburn (N. Y.) Owensbore (Ky.). San Angele (Tex.). Alexandria (La.). Longriew (Tex.). Lowiston-Auburn (Me.) Odesa (Tex.). Bremerion (Wash.). Abliene (Tex.). Danville (Va.).	5,706	241
	Oklahoma City (Okle)	36,384 35,082	54 58	6.	Amarillo (Tex.)	11,251 11,234	146	244.	New Castle (Pa.)	5.596	242
.	Jacksonville (Fla.)	34,705	56	181.	Beloit- Janesville (Wisc.)	11,234	147	272.	Temple (Tex.)	5,469	243
	Poughkeepsie-Newburgh-			184.	Biloxi-Gulfport (Miss.)	10,955	149	249.	Owensboro (Ky.)	5,345 5,336	244 245
. 1	Birmingham (Ala.)	33,875	57 58	234.	Miansfield (Ohia)	10,945	150	126.	San Angelo (Tex.)	5,163	248
	Trenton (N. J.)	33,593 32,931 32,836	50	90	I Innels (Make)	10,872	151	171.	Longview (Tex.)	5,142 5,130	247 248
	Wiemphia (Tenn.)	32,836	60	32. 156.	Columbus (Ga.)	10,834	152	230.	Lewiston-Auburn (Me.)	5,010	249
-	Fresne (Cal.)	31,981	61	23.	Codar Rapids (Iowa)	10,692 10,550	153 154	247. 187.	Odessa (Tex.)	5.072	250
	Davenport-Rock Island-Weline			115.	Cedar Rapids (lowa) Raleigh (N. C.) Champaign-Urbana (III.) Springfield (Ohle) Muskegon (Mich.) Muskegon (Mich.) Manchester (N. H.) Sloux City (lowa) Lake Charles (La.) Battie Creek (Mich.) Yakima (Wash.)	10.368	155	169.	Abilene (Tex.)	5,059	251 252
. 1	(lowa-III.)	31,497	82	192.	Champaign-Urbana (III.)	10,347	156	199.	Danville (Va.)	5,042	253
		30,394	63	243.	Muskegon (Mich.)	10,336 10,328	157	235. 240.	Marion (Ind.) Midland (Tex.)	5,010	254 255
	Canton (Ohio) Canton (New Bedford (Mass.). Harrisburg (Pa.)	30,323	64 65	88.	Manchester (N. H.)	10,312	159			0,000	200
	Harrisburg (Pa.)	29,888	66	137.	Stoux City (lowa)	10,275	160	229.	Lebanon (Pa.)		256
1	Peoria (III.)	29,312	67	179.	Battle Creek (Mich.)	10,232	162	273. 232.	Lynchhurg (Va.)		257
	Peeria (III.) Salt Lake City (Utah) Bakersfield (Cal.)	28,953	88			10,141	163	238	Marion (Ohio)	4,952 4,851	250
	Flint (Mich.) Wilmington (Del.) Utica-Rome (N. Y.)	28,341 28,294	69 70	31. 118.	Columbia (S. C.)	10,086	164	271. 251.	Tallahassee (Fla.)	4,784	260
1	Wilmington (Del.)	28,227	71			10,030	100	180.	Ballingham (Wash)		261 262
1	Richmond (Vs.)	27,108	72 73	94.	Montgomery (Ala.)	9,904	166	228.	Tallahassee (Fla.) Parkersburg (W. Va.) Bellingham (Wash.) Lawton (Okla.) Anniston (Ala.) Kokome (Ind.)	4,713	263
	Richmond (Va.) West Palm Beach (Fla.)	26,448	74	24.	Charleston (S. C.)	9,862 9,738	167 168	174. 221.	Anniston (Ala.)	4,551	264
1	Nashville (Tenn.)	25,862	74 75	213.	Eugene (Ore.) Charleston (S. C.) Grand Forks-East Grand Forks			237	Macon City (Inus)	4.412	265 266
	Duluth-Superior (MinnWise.)	25,352	78	201.	Fau Claire (Wise)	9,647	169	195.	Clinton (lowa)	4,379	267
	Tulsa (Okla.).	25,284	77	165.	(N. DMinn.). Eau Clairo (Wise.). Winston-Salom (N. C.)	9,647 9,619 9,560	170 171	270. 190.	Clinton (lowa) Spartanburg (S. C.). Burlington (Vt.). Clarksburg (W. Va.).		268
	Stockton (Cal.)	24,076	78	88.	Macon (Ga.)	9,347	172	194.	Clarksburg (W. Va.)	4,241 4,227	269 270
1	Grand Rapids (Mich.)	24,043	79 80	73.	La Crossa (Wisc.)	9,243	173	250	Decree (Mark)		
		23,544	81	226.	Macon (Ga.) Kenosha (Wisc.). La Crosse (Wisc.). Lakeland (Fla.)	9,134 9,118	174	258. 216.	Huntsville (Air.)		271
	Wichita (Kans.)	23,132	82			9,064	176	217.	Provo (Utah)	3,743 3,504	272 273
1	Madison (Wisc.)	22,735 22,660	83 84 85	79. 1	Lima (Chio)	8,952	177	212.	Gastonia (N. C.)	3,387	274
	Madison (Wisc.)	22,331	85	215.	Boise (Ida.)	8,878	178 179	204.	Figrance-Sheffield-Tuesamble	3,348	275
- 1 1	Fort Wayne (Ind.)	21,696	86 87	214.	Great Falls (Mont.)	8,854	180		Florence-Sheffield-Tuecumbia- Muscle Shoals (Ala.)	3,293	276
	Spokane (Wash.)	21,651 21,450	88		Pueblo (Colo.)	8,841	181	274.	Tyler (Tex.) Gadsden (Ala.)	3,174	277
1	Knexville (Tenn.)	21.374	88	158.	Waterioo (lowa)	8,815	182	54. 170.	Albany (Ga.)		278 279
1		21,352	90	265.	Salem (Ore.)	8,776	183	77.	Albany (Ga.)	2,324	280
		04 004	91	95.	Muncle (Ind.)	8,766	184 185				-
. 10	Charlotte (N. C.)	21,261 20,354	92	123.	VIUNCIO (ING.)	8,737	100 1				

Dollar Volume Ranking of Metropolitan County Areas

Estimates, 1957, for LUMBER, BLDG. MTRLS., HARDWARE SALES, in Descending Order

ode Vo.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Group Flank	Code No.	AREA and STATE	Estimates (add 000)	Gro
19. 13. 28. 11. 16. 18. 30. 18.	New York-N. E. New Jersey (N. YN. J.). Los Angeles-Long Beach (Cal.). Chicago (Ill.). Detroit (Mich.). Philadelphia (Pa.). Boston (Mass.). San Francisco-Dakiand (Cal.). Pittsburgh (Pa.). Cleveland (Ohio).	258,926 222,086 173,421 147,873 137,400 128,872	1 2 3 4 5 6 7 8 9	139. 196. 46. 188. 136. 117. 140. 27. 279. 182.	South Bend (Ind.). Colerade Springs (Colo.) Erie (Pa.) Bristol-Johnson City-Kingsport (TennVa.). Shreveport (La.) Richmond (Va.) Spokane (Wash.) Chattanooga (Tenn.) Vakima (Wash.) Benton Harbor-St. Jeeph (Mich.)	19,819 19,597 19,522 19,454 19,301 19,133 19,077 19,004 18,820	92 93 94 85 96 97 98 99 100	88. 215. 227. 14. 248. 38. 42. 219. 31.	Jackson (Miss.). Hagerstown (Md.). Las Vegas (Nev.). Bay City (Mich.). Oshkosh (Wisc.). Decatur (III.). Dubuque (Iowa). Joplin (Mo.). Columbia (S. G.)	9,650 9,563 9,500 9,419 9,392 9,286 9,279 9,217 9,103	187 188 189 190 191 192 193 194 195
24. 92. 57. 21. 90. 72.	St. Louis (Me.) Minneapolis-St. Paul (Minn.) Washington (D. C.) Buffalo (N. Y.) Miami (Fla.) Kansas City (Me.)	107,955 99,143	10 11 12 13 14 15	71. 26. 167. 207.	(Mich.). Kalamazee (Mich.). Charlotte (N. C.). York (Pa.). Farge (N. D.).	18,784 18,403 18,343 18,205 18,000	101 102 103 104 105	10. 242. 110. 7. 253. 230.	Augusta (Ga.) Monroe-West Monroe (La.) Portland (Me.) Asheville (N. C.) Pensacola (Fia.) Middletown (Conn.)	8,909 8,790 8,762	197 198 199 200 201 202
64. 12. 91. 35. 29. 19.	Houston (Tex.) Ballimore (Md.) Milwaukee (Wisc.) Dalias (Tex.) Cincinnati (Ohio) Bridgeport-Stamford-Norwalk (Conn.) Atlanta (Ga.) San Bernardino-Riverside Ontario (Gal.) Tampa-St. Petersburg (Fla.)	91,489 81,830 81,075 73,549 70,864 70,590 67,808	18 17 18 19 20 21 22	45. 147. 116. 82. 132. 58. 159. 141. 267.	El Paso (Tax.) Tacoma (Wash.) Reading (Wash.) Lorain-Elyria (Ohio) Santa Barbara (Cal.) Greensboro-High Point (N. C.) West Palm Beach (Pla.) Springfield (III.) Santa Rosa (Cal.)	17,921 17,907 17,789 17,627 17,588 17,292 17,271 17,253	106 107 108 109 110 111 112 113 114	234. 44. 134. 94. 73. 197. 214. 276. 204.	Middletown (Conn.) Minnsfield (Ohio) Durham (N. C.) Scranton (Pa.) Montgomery (Ala.) Montgomery (Ala.) Kenosha (Wisc.) Cumberland (Md.) Great Falls (Mont.) Wausau (Wisc.) Enid (Okla.)	8,730 8,729 8,626 8,419 8,385 8,367 8,359 8,285 8,273	203 204 205 208 207 208 209 210
48. 39. 29. 07.	San Diego (Cal.)	60,691 57,199 57,044	23 24 25 26 27 28	122. 213. 43. 65.	Grand Forks-East Grand Forks (N. DMinn.) Duluth-Superior (MinnWisc.) Huntington-Ashland (W. VaOhio)	17,212 17,098 17,088 16,740 16,624	116 117 118	113. 262. 81. 232. 275.	Pueblo (Colo.), Richmond (Ind.), Hampton-Newport News- Warwick (Va.) Lynchburg (Va.), Watertown (N. Y.), Pasco-Kennewick-Richland	8,097 8,042 7,957 7,883 7,830	211 212 213 214 215
11. 68. 33. 63. 66.	Youngstown (Ohio) Columbus (Ohio) Hartford-New Britain (Conn.) Indianapolis (Ind.)	53,499 52,555 47,837 47,456 47,378	29 30 31 32 33 34 35	23. 20. 51. 70.	Charlesten (W. Va.)	16,581 16,558 16,434 16,296 15,784 15,477	119 120 121 122 123 124	252. 274. 133. 238. 50. 247.	Pasco-Kennewick-Richland (Wash.) Tyler (Tex.) Savannah (Ga.) Michigan City (Ind.) Fort Smith (Ark.) Odessa (Tex.) Roanoke (Va.) Spartanburg (S. C.) Rochester ((Minn.) Marion (Ind.)	7.805 7.769 7.724 7.713 7.639 7.535	216 217 218 219 220 221
1. 34. 37. 38. 12.	Akron (Ohio) Louisville (Ky.) New Haven-Waterbury (Conn.) New Orleans (La.)	46,983 45,591 45,089 44,387	35 36 37 38 39 40 41	3. 114. 163. 80. 225. 24. 93.	Johnstown (Pa.) Albuquerque (N. M.), Racine (Wisc.) Wilkes-Barre-Hazleton (Pa.) Lincoln (Nebr.) Lake Charles (La. Charleston (S. C.) Mobile (Ala.)	15,353 15,162 14,900 14,869 14,662 14,644 14,642	125 126 127 128 129 130 131	118. 270. 263. 235.	Roanoke (Va.). Spartanburg (S. C.) Rochester (Minn.). Marion (Ind.). Auburn (N. Y.)	7,523 7,441 7,435 7,429 7,406 7,388	222 223 224 225 226 227
21. 12. 86. 53. 19.	Omaha (Nebr.) Sacramento (Cal.) Providence-Pawtucket (R. I.) Worcoster (Mass.) Fresno (Cal.) Rochester (N. Y.) Fort Worth (Tex.)	38,523	42 43 44 45	188. 188. 47. 192.	Waterloo (lowa)	14,591 14,589 14,506 14,414 14,345	132 133 134 135	224. 236. 216. 244. 228. 233.	Auburn (N. Y.) Mason City (Iowa) Lafayette (La.) Marion (Ohio) Huntaville (Ala.) New Castle (Pa.) Lawton (Okla.) Manittwoor-Twe Rivers (Wisc.).	7.005	225 225 230 231 232 233
19. 37. 31. 34. 4.	Flint (Mich.) Dayton (Ohio) Wichita (Kans.) Tulsa (Okla.) Allentown-Bethlehem-Easton (Pa.) Okiahoma City (Okla.) Grand Rapids (Mich.)	37,083 38,455 34,865 34,402	47 48 49 50 51 52	265. 137. 226. 245. 181.	Amarilio (Tex.) Little Rock-North Little Rock (Ark.) Salem (Ore.) Sioux City (Iowa) Lakeland (Fla.) New London-Norwich (Conn.) Packt Lengwille (Affice)	14,304 14,050	137 138 139 140 141 141	221. 5. 258. 199. 169. 217. 223.	Kokomo (Ind.) Alteona (Pa.) Quincy (Ill.) Danville (Va.) Abliene :Tex.) Hutchinson (Kans.) Lafayette (Ind.)	6,995 6,960 6,952 6,946	23 23 23 23 23 23 24
56. 27. 39. 77. 2.	Grand Rapids (Mich.) San Antonio (Tex.) Memphis (Tenn.) Bakersfield (Cal.) Albany-Schenectady-Trey (N. Y.) Wheeling-Steubenville	32,323 31,885 31,853	53 54 55 56 56	138. 243. 59. 173. 206. 202. 16.	Stoux City (19wa) New London-Norwith (Conn.) Beloit-Janesville (Wisc.). Stoux Falls (S. D.) Muskegon (Mitch.) Greenville (S. C.) Ann Arbor (Mitch.) Everett (Wash.) Ekhart (Ind.), Binghamton (N. Y.) Eugene (Ore.)	13,409 13,347 13,314 13,208 13,029 12,920 12,857	143 144 145 146 147 148 149	222. 261. 149. 162. 240.	La Crosse (Wisc.) Reno (Nev.) Terre Haute (Ind.) Wichita Falls (Tex.) Midland (Tex.)	6,765 6,716 8,658 6,630	24 24 24 24 24 24
50. 22. 37.	(W. VaOhio). Toledo (Ohio). Canton (Ohio) Madison (Wisc.) Salt Lake City (Utah). Syracuse (N. Y.).	30,284 28,410 28,362	58 59 60 61 62	205. 264. 101. 218. 156.		40 000	150 151 152 153 154	209. 180. 211. 126. 123.	Albany (Ga.) Fiorence-Sheffield-Tuscumbia- Muscle Sheals (Ala.) Bellingham (Wash.) Galesburg (III.) San Angelo (Tex.) St. Joseph (Ma.)	6,551	24 24 24 25 25
46. 45. 69. 34. 57.	Syracuse (N. Y.) Stockton (Cal.) Jacksonville (Fla.) Corpus Christi (Tex.) Poughkeepsie-Newburgh Beacon (N. Y.) Nashville (Tenn.)	26,206 26,176	62 63 64 65 66	151. 255. 67. 268. 144. 86.	St. Cloud (Minn.). Ogden (Ulah). Jamestown (N. Y.). Waco (Tex.). Topeka (Kans.) Port Huron (Mich.) Jackson (Mich.) Sarasota (Fia.). Springfield (Ohio). Macon (Ga.).		155 156 157 158 159 160	254. 280. 231. 272.	Beilingnam (Wash, Galesburg (III.) San Angelo (Tex.) St. Joseph (Mo.) Petersburg-Hopewell (Va.) Zanesville (Ohio) Longview (Tex.) Temple (Tex.) Gadsden (Ala.)	6,205 6,193 6,134 6,050 6,037	25 25 25 25 25
96. 20. 06. 85. 55. 53.	Nashville (Tenn.) Rockford (III.) Peoria (III.) Lubbock (Tex.) Lutica-Rome (N. Y.) Tucson (Ariz.) Orlando (Fla.) Modesto (Cal.)	08 181	68 69 70 71 72 73 74 75	78. 143. 79. 175. 220. 172. 271.	Lexington (Ky.) Springfield (Mo.) Lima (Ohio) Appleton (Wisc.) Kankakee (III.)	11,315 11,281 11,196 10,993 10,959	161 162 163 164 165	194. 258. 171. 212. 277. 266. 187.	Gadsden (Ala.) Clarksburg (W. Va.) Prove (Utah) Alexandria (La.) Gastonia (N. C.) Williamsport (Pa.) Sandusky (Ohio) Bremerton (Wash.) Blost-Gulfpert (Miss.)	5,706 5,412	25 25 25 26 26 26 21 21 21 21
11. 84. 17. 10. 38.	Wilmington (Del.) Birmingham (Ala.) Fort Lauderdale (Fla.) Davenport-Rock Island-Melline (Iowa-Ill.)	23,507 23,028 22,883 22,800	76 77 78 79 80	165. 115. 200. 198. 260. 57. 88.	Anderson (Ind.). Tallahassee (Fla.). Winston-Satem (N. C.). Raloigh (N. C.). Daytona Beach (Fla.). Danville (III.). Rapid City (S. D.). Green Bay (Wisc.). Manchester (N. H.). Battle Creek (Mich.). Finiter (N. W.).	10,729	167 168 169 170 171 172 173 174	184. 178. 32. 229. 193. 278. 249.	Columbus (Ga.) Lebanon (Pa.) Cheyenne (Wyo.) Wilmington (N. C.) Owensboro (Ky.)	5,089 5,064 5,025 4,776 4,700	20 20 20 20 20 20 20 20 20 20 20 20 20 2
82. 52. 74. 89.	Harrisburg (Pa.) Trenton (N. J.) Knoxville (Tenn.) Brownsville-Harlingen-McAllon (Tex.) Des Moines (Iowa) Norfolk-Portsmouth (Va.)	22,590 22,296 22,133 21,794	81 82 83 84 85	179. 203. 209. 9. 95. 185.	Manterester (N. F.) Battle Creek (Mich.) Elmira (N. Y.) Sheboygan (Wisc.) Attantic City (N. J.) Muncle (Ind.) Bloomington (Ill.)	10,193 10,147 10,104 10,050 9,981 9,865	175 176 177 178 179 180	208. 273. 251. 230. 199. 256.	Fayetteville (N. C.). Texarkana (TexArk.). Parkersburg (W. Va.). Lewiston-Auburn (Me.). Burlington (Vt.). Pertsmouth (Ohio). Application (Ab.).	4 000	2 2 2 2 2 2 2
00. 76. 13. 48. 75.	Norfolk-Portsmouth (Va.) Lansing (Mich.) Baton Rouge (La.) Fall River-New Bedford (Mass. Lancaster (Pa.)	21,503	86 87 88 89 90	248. 201. 55. 183. 196.	Newark (Ohio). Eau Claire (Wisc.). Gaivesten (Tex.). Billings (Mont.). Clinton (lowa). Pittsfield (Mass.).	9,931 9,903 9,887 9,851	181 182 183 184 185	174. 77. 191. 250.	Laredo (Tex.). Butte-Anaconda (Mont.)	3,106 3,070 2,883	2 2 2

Dollar Volume Ranking of Metropolitan County Areas Estimates, 1957, for TOTAL NET EFFECTIVE BUYING INCOME, in Descending Order

le l.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Group Rank	Code No.	AREA and STATE	Estimates (add 000)	Gros
	New York-N. E. New Jersey (N. YN. J.)	00 000		27.	Chattanooga (Tenn.)	411,961	93	79.	Lima (Ohio)Pasco-Kennewick-Richland	184.370	187
	Chicago (III.)	32,782,599 14,504,086	1 2	138. 210.	Shrevenort (La.) Fort Lauderdale (Fla.)	411,782 411,387	95	252.	Pasco-Kennewick-Hidnaind (Wash.) Elmira (N. Y.) St. Joseph (Mo.) Gastonia (N. C.) Reno (Nev.) Bangor (Me.) Oshkosh (Wise.)	183,146	188
	Chicago (III.) Los Angeles-Long Beach (Cal.) Philadelphia (Pa.) Detroit (Mich.) San Francisco-Oakland (Cal.)	13,478,464	3	13.	Baton Rouge (La.) Columbus (Ga.) Johnstown (Pa.) Beaumont-Port Arthur (Tex.)	410.338	96 97	203. 57.	Elmira (N. Y.)	189,388 179,646	189
:	Detroit (Mich.)	8,099,115	5	32. 70.	Johnstown (Pa.)	409,854 408,054	98	123.	St. Jeseph (Me.)	178,066	191
	San Francisco-Oakland (Cal.)	6,411,347	6	15.	Beaument-Port Arthur (Tex.)	407,158	100	212.	Gastonia (N. C.)	173,850	192
	Biston (Mass.)	5,968,385	7 8	153. 93.	Tucson (Ariz.)	400,476 394,726	101	261. 178.	Banger (Me.)	173,393 172,508	194
	Washington (D. C.)	4,411,848	9	34.	Corpus Christi (Tex.)	393,901	102	248.	Oshkosh (Wisc.)	172,377	195
:	San Francisco-Oakland (Gal.) Bissten (Massis.) Pittsburgh (Pa.) Washington (D. C.) Cleveland (Ohie) St. Louis (Wo.) Baltimore (Md.) Minneapolis-St. Paul (Minn.) Buffalo (N. V.) Milwaukee (Wisc.)	3,920,991	10	16.	Mobile (Ala.) Corpus Christi (Tex.) Binghamton (N. Y.) Scranton (Pa.) Lorain-Elyria (Ohio)	392,825 384,991	104	185.	Bioomington (III.) Lafayette (Ind.) Williamsoort (Pa.) Ogden (Utah) Danville (III.) Bay City (Mich.) Daytona Beach (Fia.) Kenosha (Wisc.) Joplin (Mo.) Port Huren (Mich.) Pueble (Cole.)	171,629	196
	Baltimore (Md.)	2,877,431	12	82.	Lorain-Elyria (Ohio)	384,454	105	223.	Lafayette (Ind.)	168,142	197
1	Minneapolis-St. Paul (Minn.)	2,624,022	13	65.	Month of a Ashland			277. 101.	Orden (Utah)	167,848 165,658	196
	Milwaukee (Wisc.),	2,341,826	15		W. VOhio). Rockford (III.) Greensboro-High Point (N. C.). York (Pa.). Brockton (Mass.).	383,182	106	198.	Danville (III.)	165,537	206
1			16	120. 58.	Greenshorn-High Paint (N. C.)	380,515 380,192	107	14.	Daytona Beach (Fig.)	162,846 161,322	201
	Houston (Tex.)	2,048,915	17	167.	York (Pa.)	380,096	109	73.	Kenosha (Wisc.)	161.106	203
1	Cincinnati (Ohie)	2.040.324	18	189.		379,211	110	219. 255.	Port Huren (Mich.)	161 064 160 971	204
	Seattle (Wash.)	1.816.533	20		(Tex.)	378.407	111	113.	Pueblo (Cole.)		200
	Cincinnati (Ohio). San Diego (Cal.). Seattle (Wash.). Dallas (Tex.). Bridgeport-Stamford-Norwalk	1,689,265	21	47. 81.	(Tex.) Evansville (Ind.) Little Reck-North Little Reck	376,309	112	184.	Pueblo (Cole.) Biloxi-Guifnort (Miss.) Eau Claire (Wisc.) Middletown (Conn.) Odessa (Tex.)	160,215 157,816	207
	(Conn.)	1.619,725	22	-	(Ark,) Albuquerque (N. M.)	374,635	113	239.	Middletown (Conn.)	157,635	201
1	Miami (Fla.)	1,801,944	23 24	3.	Albuquerque (N. M.)	369.744 361.436	114	247.	Odessa (Tex.)	155,866	210
	Hartford-New Britain (Conn.)	1,519,568	25	104.	Orlando (Fla.)	350,692	116	269.	Sheboygan (Wisc.)	150,579	21
	Bridgeport-Stamford-Norwalk (Conn.). Miami (Fia.). Miami (Fia.). Atlanta (Ga.). Hartford-New Britain (Conn.). Denver (Colo.). Portland (Ore.). New Orleans (La.). Columbus (Ohio). Indianapolis (Ind.).	1,481,914	25 26	245.	Orlando (Fla.) New London-Norwich (Conn) Hamilton-Middletown (Ohio)	341,566 336,802	117	238. 175.	Michigan City (Ind.)	149,916 147,498	21:
1	New Orleans (La.)	1.392.171	27 28	60.	Hampton-Newmort News-			272.	Temple (Tex.)	147,192	21
	Columbus (Ohio)	1,389,950	29	08	Warwick (Va.)	317,152 313,375	119 120	256. 275.	Portsmouth (Ohio)	146,752 145,713	21
1	musinapone (md.)	1,300,000	30	85.	Lubbock (Tex.)			230.	Sheboygan (Wise.). Michigan City (Ind.). Appleton (Wise.). Temple (Tex.). Portsmouth (Ohle). Watertown (N. Y.). Lewiston-Auburn (Me.). Abilene (Tex.). Petersburg-Hopewell (Va.). Hagerstown (Md.). Lebanon (Pa.).	144,092	21
	New Haven-Waterbury (Conn.). Dayton (Ohio). Providence-Pawtucket (R. I.). Louisville (Ky.). San Bernardino-Riverside-	1,388,013	31	122.	Saginaw (Mich.)	311,428 303,823	121 122	100. 254.	Abilene (Tex.)	142,245 141,513	21
. 1	Providence-Pawtucket (R. I.)	1,214,891	32	173.	Austin (Tex.)	303,222	123	215.	Hagerstown (Md.)	141.097	22
- 1	Louisville (Ky.)	1,211,351	34	110. 159.	Portland (Me.)	295,921	124 125	229. 138.	Hagerstown (Md.). Lebanon (Pa.). Sioux Falls (S. D.). Groat Falls (Mont.). Gadsden (Ala.). Newark (Ohie).	140,679 139,742	22
	Ontario (Cal.)	1,200,838	35	71.	Kalamazoo (Mich.)	293,750	126	214.	Great Falls (Mont.)	138,801	22
-	Rochester (N. Y.)	1,191,542	36	88.	Manchester (N. H.)	292,245	127	54. 246.	Gadsden (Ala.)	138,752 137,604	22
	(N. Y.)	1.147.296	37	188.	West Paim Beach (Pis.) Kalamazoo (Mich.) Manchester (N. H.) Bristol-Johnson City-Kingspert (TennVa.) Winston-Salem (N. C.)	291,891	128				
	Youngstown (Ohio)	1,120,340	38	165.	Winston-Salem (N. C.)	290,481 290,380	129	197. 220.	Cumberland (Md.) Kankakee (Ili.) Alexandria (La.) Bremerton (Wash.) Butto-Anaconda (Mont.)	135,398 134,935	22
	San Jose (Cal.)	1.059,129	40	59. 6.			131	171.	Alexandria (La.)	134,446	22
	Worcester (Mass.)	1,039,790	41	192.	Champaign-Urbana (III.)	273,718	132	187. 191.	Bremerton (Wash.)	134.322	22
	Nortolk-Portsmouth (Va.) Rirmingham (Ala.)	1.037,698	42 43	141.	Springheld (III.)	270,343 262,899	134	262.	Richmond (Ind.)	133.635	23
	Fort Worth (Tex.)	995,626	44	133.	Amarillo (Tex.) Champaign-Urbana (III.) Springfield (III.) Eugene (Ore.) Savannah (Ga.)	261.094	135	199.	Danville (Va.)	133,591 131,559	23
	San Beensardino-Riverside- Ontario (Cal.). Rochester (N. Y.). Rochester (N. Y.). Youngstown (Ohio). Tolede (Ohio). San Jese (Cal.). Worcester (Mass.). Norfolk-Portsmouth (Vs.). Birmingham (Als.). Fort Worth (Tex.). Tampa-St. Petersburg (Fla.).	988,445	45	9.	Atlantic City (N. J.)		136	242. 258.	Danville (Va.). Monroe-West Monroe (La.) Provo (Utah). Billings (Mont.). Florence-Sheffield-Tuscumbla- Muscle Shoals (Ala.).	131,188	23
.	Akron (Ohio)	966,988	48	31.	Columbia (S. C.)	257,885	137	183.	Billings (Mont.)	130,585	23
	Springfield-Holyeke (Mass.) Sacramento (Cal.)	924,870 913,491	47	179.	Battle Creek (Mich.)	254,817 254,561	138	209.	Muscle Shoals (Ala.)	128,385	23
	Memphis (Tenn.)	907 078	49	218.	Jamestown (N. Y.)	253,820	140	222.	La Crosse (Wisc.)	124,749	23
	Phoenix (Ariz.)	872,294 862,915	50	24. 115.	Charleston (S. C.)	253,789 252,867	141	240.	Grand Forks-East Grand Forks	124,727	23
	Phoenix (Ariz.) San Antonio (Tex.) Allentown-Bethlehem-Easton	002,010		118.	Roanoke (Va.)	251,055	143		La Crosse (Wisc.). Midland (Tex.). Grand Forks-East Grand Forks (N. DMinn.). Clarksburg (W. Va.).	124,615	23
	(Pa.) Syracuse (N. Y.) Wilmington (Del.) Oklahoma City (Okia.)	843,714	52 53	109.	Battle Creek (Mich.) Lincoln (Nebr.) Jamestown (N. Y.) Charleston (S. C.) Raleigh (N. C.) Roanoke (Va.) Montgomery (Ala.) Pittsfield (Masa.) Racine (Wisc.) Modesto (Cal.) Macon (Ga.)	248,611 247,989	144	194.	Clarksburg (W. Va.)	124,465	24
	Wilmington (Del.)	757,101 716,081	54	114.	Racine (Wisc.)	248,940	146	280.	Zanesville (Ohie)	124,014	24
	Oklahoma City (Okia.)	716,081	55 56	241.	Macon (Ga.)	243,812	147	126. 42.	San Angelo (Tex.)	123,419 122,124	24
	Omaha (Nebr.)	712,533	57	267.	Macon (Ga.) Santa Rosa (Cal.) Benton Harbor-St. Joseph	241,562	149	176.	Auburn (N. Y.)	121,200	24
	Flint (Mich.). Omaha (Nebr.). Richmond (Va.) Jacksonville (Fla.) Fall River-New Bedford (Mass.)	. 882,718 . 667,668	58 59	182.	Benton Harbor-St. Joseph (Mich.)	241,159	150	232. 273.	Toyarkana (TexArk.)	118,520	24
	Fall River-New Bedferd (Mass.)	648,906	60					235.	Marion (Ind.)	116,196	, 24
	Crend Renide (Mich)	024 022	61	144.	Springfield (Ohio)	237,328 235,403	151 152	276. 174.	Zanesville (Ohie) San Angele (Tex.) Dubuque (lewa) Auburn (N. Y.) Lynchburg (Va.) Texarkana (TexArk.) Marion (Ind.) Wausau (Wiec.) Angiston (Ala.)	115,991 115,304	24
	Tulsa (Okia.)	631,073	62	226.	Lakeland (Fla.)	235,194	153	221.	Kokomo (Ind.)	113,967 113,933	21
	Tulsa (Okla.) Salt Lake City (Utah) Nashville (Tenn.) Harrisburg (Pa.) Wheeling-Steubenville	603,762	63	68.	Lakeland (Fla.). Jackson (Miss.). Muskegen (Mich.). Wichita Falls (Tex.).	234,147 232,637	154 155	231.	Watisati (Wisc.). Anniston (Ala.). Kokome (Ind.). Longview (Tex.). Tyler (Tex.). Parkersburg (W. Va.). Manitowec-Twe Rivers (Wisc.).	113,933	2!
	Harrisburg (Pa.)	601,936 601,215	64 65	162.	Wichita Falls (Tex.)	232,317	156	251.	Parkersburg (W. Va.)	113,250	2
	Wheeling-Steubenville	E04 040		253. 206.	Pensacora (Fmo)	225,651 223,514	157 158	233.	Manitowoc-Twe Rivers (Wisc.). Fargo (N. D.)	113,106 113,036	2:
	(W. Va,-Ohio)	n 000,000	86	186.	Boise (Idaho)	221,699	159			1	
	(N. Y.) Canton (Ohio)	. 590,078	87	227.	Las Vegas (Nev.)	220,683	160	193.	Cheyenne (Wye.)	112,031 111,569	21
	Fresno (Cal.)	582,421	68	23. 172.	Anderson (Ind.)	216,792	162	180.	Sandusky (Ohio) Bellingham (Wash.) Lawton (Okla.)	110,984	2
	Fresno (Cal.) Tacoma (Wash.)	. 564,006	70	38.	Decatur (III.)	215,697 215,651	163	228. 259.	Lawton (Okla.)	108,559 108,015	2 2
	Peoria (III Wilkes-Barre-Hazleton (Pa.)	559,524	71 72	67. 151.	Topeka (Kans.)	214,685		284.	Quincy (III.)	108,839	2
	Trenton (N. J.)	583 581	73	1			166	211. 278.	Galesburg (III.)	106,532 105,797	2 2
	Wichita (Kans.)	549,758	74 75	55. 279.	Yakima (Wash.)	210,936	167	190.	Burlington (Vt.)	106,784	2
				196.	Colorado Springs (Colo.)	208,642	168 169	250. 236.	Paducah (Ky.)	99,435	2
).	South Bend (Ind.)	826 700	76	234. 158.	Waterloo (lowa)	. 206,405	170	249.	Owensboro (Ky.)	95,078	2
١.	Reading (Pa.). Knoxville (Tenn.). Hakursfleid (Cal.) Utica-Rome (N. Y.) Davenport-Rock Island-Moline	520,329	77 78	5.	Altnona (Pa.)	205.270	171	271.	St. Cloud (Minn.) Galesburg (III.) Wilmington (N. C.) Burlington (Vt.) Paducah (Ky.) Marion (Ohio) Owensboro (Ky.) Taliahassee (Fla.)	. 94,338 93,515	2
1.	Rakersfield (Cal.)	. 515,843 515,528	79	156. 225.		205,021	172	216.	Pullisvillo (Pills)	93,370	2
i.	Utica-Rome (N. Y.)	514,325	81	270.	Spartanburg (S. C.)	200,527	174				
8.	Davenport-Reck Island-Meline	507,483	82	181	Lexington (KV.)	. 197.173	175 176	217.	Company /Ela \	01 202	2 2
5.	(Iowa-III.)	483,326	83	95	. Muncie (Ind.)	196,784	177	195.	Clinton (lowa)	91,302 88,371 87,397	2
0.	Des Moines (Iowa)	. 481,464 472,556	83 84 85	208 137	Fayetteville (N. C.)	195,087	178	224	Rapid City (S. D.)	87,397	2
6.	Charlotte (N. C.)	472,566	36	143	Springfield (Mo.)	193,384		237	Mason City (lowa)	86,553	2
3.	El Paso (Tex.) Duluth-Superior (MinnWisc.)	451,763	87					263 170	Albany (Ga.)	83.313	1 2
6.	Fort Wayne (Ind.)	450,673	SS 59	149	. Terre Haute (Ind.)	191,202	182	204	Enid (Okla.)	82,122	2
18.	Erie (Pa.)	447,974	89	202 265	. Elkhart (Ind.)	109.314	183 184	77	Laredo (Tex.)	00,502	2
w.											



and effective buying income go together

The metropolitan county areas having the greatest total effective buying income are your most vital sales targets.

and only Sunday reaches them with the effective coverage you need

Consider the New York metropolitan area. It alone accounts for 11% of the nation's effective buying income.

... SUNDAY brings your sales message into two out of every three homes in this area.

Consider the 20 richest metropolitan "target" areas in the U.S. They include more than 40% of the nation's effective buying income.

... SUNDAY blankets at least half the families in 16 of these areas, and they alone account for 35% of all U.S. effective buying income. Comparable figures for This Week: 7 areas, less than 9% of all effective buying in-

come; for The American Weekly: 7 areas, less than 7%; for Parade: 3 areas, 3%.

Consider effective (50% or better) coverage of total effective buying income in standard metropolitan areas. This is the grand measure of an advertising medium.

... SUNDAY reached families accounting for one hundred eighteen billion dollars (see chart below).

Take advantage of the best buy in the best-read section of the nation's Number One newspapers—to give massive impact and depth of coverage to your sales campaigns.

Total Effective Buying Income of Familes Reached by Sunday Magazines

(in those standard metropolitan areas in which they have family coverages of 50% or greater)

\$118,268,459,000 (39.65% of total U.S.)



SUNDAY reaches families accounting for \$118,268,459,000 — more than This Week, Parade and American Weekly combined!

\$42,887,112,000 (14,38% of total U.S.)

THIS WEEK

\$29,365,422,000 (9.85% of total U.S.)

PARADE

\$29,172,072,000 (9.78% of total U.S.)

AMERICAN WEEKLY

Sunday

the newspaper's own magazine

Over 17,000,000 ABC Circulation

METROPOLITAN SUNDAY NEWSPAPERS, INC.

260 Madison Avenue, New York 16, N.Y. • MUrray Hill 9-8200

CHICAGO · DETROIT · LOS ANGELES · SAN FRANCISCO

MAY 10, 1958

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Per Household Income Ranking of Metropolitan County Areas Estimates, 1957, for PER HOUSEHOLD INCOME, in Descending Order

Code No.	AREA and STATE	Estimates	Group Rank	Code No.	AREA and STATE	Estimates	Group Rank	Code No.	AREA and STATE	Estimates	Grou
19.	Bridgeport-Stamferd-Norwalk		-	263.	Rochester (Minn.)	6,123	94	48.	Fall River-New Bedford (Mass.).	5,390	192
92.	(Conn.)	9,161	1	181.	Rochester (Minn.)	6,110	94 95	232.	Lynchburg (Va.)	5.387	193
17.	Washington (D. C.)	8,220 8,167	2 3	58. 272.		6,109	96 97	243. 236.	Muskegon (Mich.)	5,373 5,364	194
33.	Washington (D. C.) Hartford-New Britain (Conn.)	8,148	4	29.	Temple (Tex.). Cincinnati (Oisio). Woreester (Mass.). Battle Creek (Mich.). Springfield (Ohio) Tallahassee (Fla.) Danwer (Cols.).	6,095	98				1
84. 52.	Wilmington (Del.)	7,878	5	166.	Worcester (Mass.)	6,095	99	212.	Gastonia (N. C.)	5,349	196
30.	Trenton (N. J.) Cleveland (Ohio) Columbus (Ga.) Midland (Tax.)	7,721 7,572	6 7	179. 144.	Springfield (Ohio)	6,082 6,070	100	255. 277.	Williamsport (Pa.)	5,348 5,345	197
32.	Columbus (Ga.)	7.562	8 9	271.	Tailahaseee (Fla.)	8.047	102	184.	Williamsport (Pa.). Biloxi-Gulfport (Miss.). Wilkes-Barre-Hazleton (Pa.)	5.341	199
40. 28.	Midland (Tex.)	7,559	10	39.	Denver (Cols.)	6,044	103 104 105	163. 213.	Wilkes-Barre-Hazleton (Pa.) Grand Forks-East Grand Forks	5,331	200
97.	Chicago (III.). New Haven-Waterbury (Conn.) Now York-N. E. New Jersey (N. YN. J.)	7,541 7,537	11	244.	Great Falls (Mont.)	6,009	105	213.	(N. DMinp.)	5.325	201
99.	New York-N. E. New Jersey							104.	Orlando (Fla.)	5.322	202
39.	(N. YN. J.). South Bend (Ind.). Toledo (Ohio). Detroit (Mich.)	7,488	12	38. 147.	Decatur (III.)	5,992	106 107	237.	Orlando (Fla.). Ashoville (N. C.). Mason City (Iowa). Benton Harbor-St. Joseph	5,321 5,310	203
50.	Toledo (Ohio)	7,421 7,417	14	79.	Lima (Ohio)	5,947	108	182.	Benton Harber-St. Jeseph		
41.	Detroit (Mich.)	7,355	15	141.	Springfield (III.)	5,942	100 110	228.	(Mich.)	5,300 5,296	205
33.	Columbus (Ohio)	7,251	16	88. 165.	Winston-Salem (N. C.)	5,940	110	241.	Modeste (Cal.)	5.289	207
37.	Dayton (Ohio) San Francisco-Oakland (Cal.)	7,251 7,169	17	25.	Charleston (W. Va.)	5,940	110	127.	San Antonio (Tex.)	5,284	208
30.	Middletown (Conn.)	7,167	18 19	109. 57.	Pittsfield (Mass.)	5,933	113 114	231.	Longview (Tex.)	5,275 5,274	209
87.	Madison (Wisc.)	7,048	20	15.	lacoma (wash.) Lima (Ohlo) Springfield (III.) Manchester (N. H.) Manchester (N. H.) Winston-Salem (N. G.) Charleston (W. Va.) Pittafield (Mass.). Green Bay (Wisc.) Baumont-Port Arthur (Tox.)	5,918	115			1	
76.	Lansing (Mich.)	7,033	20 21 22 23 24 25 26	230. 42.	Lewiston-Auburn (Me.) Dubuque (Iowa)	5,906	116	201. 138.	Eau Claire (Wisc.)	5,261 5,253	211
106.	Philadelphia (Pa.)	6,936	23	122.	Saginaw (Mich.)	5,898	118	59.	Sioux Falls (S. D.)	5,251	213
08.	Fayetteville (N. C.)	6,918	24	125.	Saginaw (Mich.) Saft Lake City (Utah) Albuquerque (N. M.)	5,885	119	253.	Pensacola (Fla.)	5,248	214
75.	Heno (Nev.)	6,908	25	3.	Albuquerque (N. M.)	5,878	120	196. 204.	Enid (Okla.)	5,242 5,231	215
223.	Lafayette (Ind.)	6,891	27	254.	Petersburg-Hopewell (Va.)	5,872	121	128.	Pensacola (Fia.). Colorado Springa (Colo.). Enid (Okla.). San Bernardino-Riverside-	2.000	
18.	Boston (Mass.)	6,887	28	11.	Austin (Tex.)	5,854	122 123	101	Ontario (Cal.)	5,230 5,201	217
66.	Middletown (Conn.) Middletown (Conn.) Madison (Wisc.) Lansing (Mich.) Ann Arbor (Mich.) Philadelphila (Pa.) Fayettevilia (N. C.) Rono (Nev.) Lancaster (Pa.) Lafayette (Ind.) Boston (Miass.) New London-Norwich (Conn.) Indianapolis (Ind.)	6,873 6,865	29	221. 67.	Inckson (Mich.)	5,844 5,844	123	161. 74.	Ontario (Cal.)	5,200	218
				190.	Burlington (Vt.)	5.844	123	205.	Eugene (Ore.)	5,196	220
91.	Milwaukee (Wisc.)	6,825	31	158. 153.	Waterloo (lowa)	5,831 5,829	126 127	267. 85.	Santa Rosa (Cal.)	5,195	221
49.	Sacramento (Cal.) Flint (Mich.) Lorain-Elyria (Ohio) Rochester (N. Y.) Charlotte (M. C.)	6.808	32 33	154.	Petersburg-Hopewell (Va.) Austin (Tex.). Kokomo (Ind.) Jackson (Mich.) Burlington (Vt.) Waterloo (Iowa) Tucson (Ariz.) Tulsa (Okla.) Fargo (N. D.) Muncie (Ind.) Elmira (N. Y.) Corpus Christi (Tex.) Pertiand (Me.) Sandusky (Ohio) Wheeling-Steubenville (W. VaOhio)	5.827	128	00.	(W. VaOhio)	5,192	222
82.	Lorain-Elyria (Ohio)	6,709	3.4	207.	Fargo (N. D.)	5,827	128	268.	Saraseta (Fla.) West Paim Beach (Fla.)	5,188	223
119.	Charlotte (N. C.)	6,690	35 36 37	95. 203.	Muncie (Ind.)	5,822 5,819	130 131	159. 170.	Albany (Ga.)	5,188 5,175	223
114.		6,656	37	34.	Corpus Christi (Tex.)	5,818	132	- 27			
247. 168.	Hacine (Wisc.) Odessa (Tex.) Youngstown (Ohio) Wichita Falls (Tex.) Cheyenne (Wyo.) Lubbeck (Tex.) Springfield-Holyoke (Mass.) Hamilton-Middletown (Ohio) Minneapolis-St. Paul (Minn.)	6,633	38	110.	Portland (Me.)	5,814	133	93. 242.	Mobile (Ala.) Monroe-West Monroe (La.)	5,160 5,159	226 227
162.	Wichita Falls (Tex.)	6,600	39 40	266. 160.	Wheeling-Steubenville	5,811	1	70.	Johnstown (Pa.)	0.139	227
193.	Cheyenne (Wyo.)	6,552	41		(W. VaOhio)	5,792	135	280.	Johnstown (Pa.)Zanesviile (Ohio)		229
85.	Springfield-Holyako (Mass.)	6,542 6,541	42 43	89.	Mamphie (Tenn)	5,789	136	5. 188.	Rojee (Idaho)	5,145 5,144	230 231
60.	Hamilton-Middletown (Ohio)	6,540	44	52.	Memphis (Tenn.)	5,782	137	235.	Marion (Ind.)	5.141	232
92.	Minneapolis-St. Paul (Minn.)	6,536	45	169.	Abilene (Tex.)	5,782	137	195.	Clinton (lowa)	5,138	233
51.	Fort Wayne (Ind.)	6.522	46	155.	Abilene (Tex.) Des Moines (Iowa) Utica-Rome (N. Y.).	5,780 5,779	139 140	86. 113.	Zaneaville (Ohio) Altoona (Pa.) Boise (Idaho) Marion (Ind.) Clinton (Iowa), Macon (Ga.) Pueblo (Colo.) Topeka (Kans.) Savannah (Ga.) Augusta (Ga.) Bremerton (Wash.) Jackson (Miss.)	5,138 5,125	234 235
120.	Fort Wayne (Ind.) Rockford (Ill.) Syracuse (N. Y.) Richmond (Va.) Miami (Fla.) San Jese (Cal.) Akron (Ohio)	6.516	47	222.	La Crosse (WISC.)	5.775	141	151.	Topeka (Kans.)	5,124	236
146.	Syracuse (N. Y.)	6,514	48	140.	Spokane (Wash.) Providence-Pawtucket (R. I.)	0.112	142	133.	Savannah (Ga.)	5,099	237
90.	Miami (Fla.)	6.514	E0	112.	Vack (Pa.)	5,771	144	187.	Bremerton (Wash.)	5.088	230
131.	San Jose (Cal.)	6,497	81	176.	York (Pa.) Appleton (Wise.)	5 782	145	68.	Jackson (Miss.)	5,079	240
116.	Reading (Pe.)	6,494	52 53	84. 126.	Louisville (Ky.)	5,744	146	259.	Ouiney (III.)	5.071	241
234.	San Jose (cat.). Akron (Ohio). Reading (Pa.). Mansfield (Ohio). Baltimore (Md.). Las Vegas (Nev.). Hampton-Newport Newa-	6,484	54	17.	Louisville (Ky.). San Angelo (Tox.). Birmingham (Ala.). Nashville (Tenn.). Richmond (Ind.).	5,740	147	191.	Quincy (Iil.)	5,066	242
12.	Baltimore (Md.)	6,469	55	96.	Nashville (Tenn.)	5,738 5,735	149 150	111.	Portland (Ore.). Wilmington (N. C.). Tampa-St. Petersburg (Fia.) Cumberland (Md.).	5,086 5,014	242
61.	Hampton-Newport News-	0,403	09	202.	ruchmond (Ind.)	0,730		148.	Tampa-St. Petersburg (Fla.)	5.006	245
		0.740	57	9.	Atlantic City (N. J.)	5,729	151	197.	Cumberland (Md.)	4,978	246
129. 100.	San Diege (Cal.) Norfolk-Portsmouth (Va.) Greensboro-High Point (S. C.).	6,435 6,433	58	172.	Anderson (Ind.). Golumbia (S. C.). Galveston (Tex.) Lebanon (Pa.). Oshkosh (Wisc.). Galesburg (III.)	5,720 5,718	152 153	276. 251.	Wausau (Wisc.). Parkersburg (W. Va.) Chattanooga (Tenn.)	4.967	248
58.	Greensboro-High Point (S. C.)	6,433	59	55.	Galveston (Tex.)	5,717	154	27.	Chattanooga (Tenn.)	4,940	249
45.		6 427	61	229.	Lebanon (Pa.)	5,673	156 156	54. 258.	(iadsden (Ala.)	4,920 4,895	250 251
105.	El Paso (Tex.)	6,427	82	248.	Galeshurg (III.)	5,670 5,867	157	81.	Provo (Utah) Little Rock-North Little Rock		
108.	Peoria (III.) Pittsburgh (Pa.) Albany-Schenectady-Trey (N. Y.)	6.417	63	78.	Lexington (Ky.)	5,666	158		(Ark.)	4,891	252
21.			84 85	289.	Oahkosh (Wisc.). Galesburg (III). Lexington (Ky.). Sheboygan (Wisc.). Jacksonville (Fla.). New Orleans (Ls.). Fresno (Cal.). Danville (III.). Hagerstown (Md.). Brockton (Mas.).	5,661 5,658	159	226. 156.	(Ark.). Lakeland (Fla.). Waco (Tex.). Bristol-Johnson City-Kingsport (TennVa.).	4,890 4,881	253 254
8.	Atlanta (Ga.)	8,405	66	98.	New Orleans (La.)	5,666	161	188.	Bristol-Johnson City-Kingsport	4,001	
83.	Atlanta (Ga.). Los Angeles-Long Beach (Cai.). Baton Rouge (La.).	6,392	67	53.	Fresno (Cal.)	5,651	162 163		(TennVa.)	4,878	255
13.	Amarilio (Tex.)	6,392	89	198.	Hagerstown (Md.)	5.621	164	143.	Springfield (Mo.)	4,846	256
252.	Amarillo (Tex.). Pasco-Kennewick-Richland	-		20.	Brockton (Mass.)	5,818	165	200.	Daytona Beach (Fla.)	4.830	257
35.	(Wash.)	6,381	69 71	210.	Fort Lauderdale (Fla.)	5.605	166	199.	Daytona Beach (Fla.) Danville (Va.) Owenbere (Ky.)	4,823 4,802	258
24.	(Wash.), Dalias (Tex.), St. Louis (Mo.), Santa Barbara (Cal.), Allentown-Bothlehom-Easten	8,371	72	238.	Michigan City (Ind.)	5,594	167	208.	Everett (Wash.)	4,796	260
132.	Santa Barbara (Cal.)	6,362	72 73	225.			167	174.	Anniston (Ala.)	4,784	261
4.	Atlentown-Bethlehom-Easten	6.388	74	178.	Banger (Me.). Bay City (Mich.). Omaha (Nebr.). Lincoln (Nebr.).	5,583 5,577	169 170	270. 274.	Tyler (Tex.)	4,782 4,726	262 263
16.	(Pa.) Binghamten (N. Y.)	6,343	75	103.	Omaha (Nebr.)	5,575	171	224.	Lafayette (La.)	4,724	264
44			70	80.	Lincoln (Nebr.)	5,558	172	24.	Charleston (S. C.)	4,700	265
44.	Durham (N. C.)	6,312	76	176. 183.	Billings (Mont.)	5,534 5,533	173 174	256. 217.	Everett (Wash.) Anniston (Ala.) Spartanburg (\$. C.). Tyler (Tex.) Lafayette (La.) Charleston (\$. C.) Portsmouth (Ohio) Hutchinson (Kans.)	4,689 4,681	267
115.	Erie (Pa.)	6,290	77 78	194.	Auburn (N. Y.) Billings (Mont.) Clarksburg (W. Va.)	5,532	175	209.			
177.	Bakersfield (Cal.)	6,272	79	149.	Terre Haute (Ind.)	5,526 5,515	176 177	260.	Muscle Shoals (Ala.)	4,689 4,631	268
257.			80	23. 136.	Shreveport (La.)	0.012	178	265.	Salem (Ore.)	4.551	270
64.	Houston (Tex.)	6,234	81	47.	Evansville (Ind.) Oklahoma City (Okia.)	5.510	179			100	
135.	Houston (Tex.). Seattle (Wash.). Kansas City (Mo.). Davenport-Rock Island-Moline	6.217	82 83	102.	Oklahoma City (Okla.)	5,508	180	279.	Yakima (Wash.)	4,527 4,520	271
72. 38.	Davenport-Rock Island-Meline	6,190	63	123.	St. Joseph (Mo.)	5.498	181	250. 180.	Paducah (Ky.). Bellingham (Wash.)	4.512	273
	(lowa-III.) Kalamazoo (Mich.)	0.109	84	233.	St. Joseph (Mo.) Manitowoc-Two Rivers (Wisc.).	5,491	182 183	171.	Alexandria (La.) Fort Smith (Ark.)	4,497	274
71.	Kalamazoo (Mich.)	6,176	85 86	107.	Phoenix (Ariz.)	5.486	183	50. 219.	Fort Smith (Ark.)	4,383 4,295	278
73. 202.		6,173 6,167	87	246. 264.	Newark (Unit)	5 481	184 185	189.	Brownsville-Harlingen-McAllen	111111111111111111111111111111111111111	
62.	Harrisburg (Pa.)	6,147	88	101.	Ogden (Utah)	5,449	186		(Tex.)	4,261	277
22.	Elkhart (Ind.). Harrisburg (Pa.). Canton (Ohio). Stockton (Cal.).	6,144	89	218. 94.	Ogden (Utah). Jamestown (N. Y.). Montgomery (Ala.). Watertewn (N. V.).	5,447 5,440	187 188	216.	Laredo (Tex.)	4,156 3,980	278
118.	Roanoke (Va.). Kankakee (III.). Bloomington (III.)	0,130	90	278.	Watertown (N. Y.)	5,417	189	273.	Laredo (Tex.) Texarkana (TexArk.)	3.797	280
	The same of the sa	6.133	92	137.	Sionx City (fowa). Duluth-Superior (MinnWisc.).	5,409	190 191				

..and a Happy

"Threescore and ten" is a generous lifespan — for the average citizen. But to The National Geographic (which has just entered its 71st year), this is merely another milestone of maturity in a remarkable quest. It began quietly on the evening of January 13, 1888 in Washington's Cosmos Club, where 33 men had been invited to weigh "the advisability of organizing a society for the increase and diffusion of geographic knowledge".

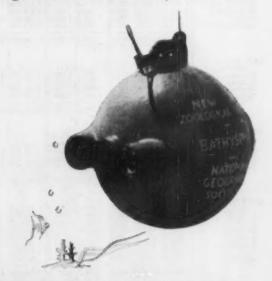
Through seven ensuing decades, their decision has immeasurably enriched human knowledge of the world we inhabit. It has seen the emblem of The National Geographic Society soar 13 miles above—and descend more than a half-mile below—our planetary sea level. It has pursued the exploration will-o'-wisp across unmapped areas from pole to pole ... effaced formidable frontiers ... turned strangers into friends ... found new wonders, resources and potentials ... helped inquisitive minds widen their understanding of much once hidden beyond the horizon.

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and pictorial services made possible by the support of those who follow its pages so avidly.

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NATIONAL GEOGRAPHIC MAGAZINE

Washington 6, D. C.

Summary of Population, Income Data by States and Sections

	(POPULA ESTIMA	TION TES, 1/1/	88			EF	FECTIV	E BUYIN	G INCO	ME-	SH	D ES	TIMAT	ES, 19	67			
SECTIONS					Con- sumer								Incon	e Bres	kdown	of Hou	sehelds			
STATES	Total (thou- sands)	% of U.S.A.	House- holds (thou- sands)	Urban Pop. (thou- sands)	Spend- ing Units (thou- sands)	Net Dellars (add 000)	% of U.S.A.	Per Cap- ita	Per House- holds	Income per Consumer Spending Unit	\$0-2 % Halds	,499 % In- . come	%	-3,999 % In-	\$4,000 % Hald.:	-6,999 % In-	%	-9,999 % In-	\$10,00 % Halds	0&ove % In-
NEW ENGLAND Connecticut Maine Massachusetts New Hampshire Rhode Island Verment	2,360.9 914.2 4,955.6 564.9 834.6 375.5	.5315 2.8813 .3284 .4853 .2183	259.2 1,446.0 165.9 244.6 106.2	806.7 306.9 1,677.7 190.4 291.6 123.7	497.1 4,206.3 322.2 703.0 149.0	1,403,304 9,402,389 915,844 1,441,087 561,633	.4706 3.1524 .3071 .4832 .1883	2,338 1,535 1,897 1,621 1,727 1,496	5,414 6,502 5,520 5,892 5,339	5,604 4,810 4,942 4,540	9.3 21.7 14.5 20.2 18.2 24.2	1.9 6.7 3.7 6.0 5.1 7.7	11.3 23.6 18.3 22.3 22.7 23.7	5.0 16.8 10.2 14.3 13.8 16.4	48.0 40.0 44.7 41.2 40.5 38.3	34.2 43.7 40.4 43.3 40.0 43.3	10.1 14.8 11.3 12.2	21.7 16.6 20.3 18.0 18.2 16.2	4.6 7.7 5.0 6.4	25.4 18.4
MIDDLE ATLANTIC	5,861.3 16,404.1 11,306.1		1,680.5 4,596.3 3,243.1			19,243,537 11,986,069 34,920,064 20,183,085		2,112 2,129 1,785	7,115 6,969	6,233	12.1 11.0 15.2	2.7 2.4 3.9	15.2 13.4 19.1	7.4 6.5 10.7		34.8 36.6 40.3	18.7	20.0 21.9 22.3 20.3	10.8	33.2 32.2 24.8
	33,371.5	19.4027	9,919.9	11,061.0	26,500.1	87,000,100	22.4841	2,000	6,700	5,794	12.6	2.9	15.5	7.9	45.1	37.4	17.3	21.6	9.5	30.2
EAST MORTH CENTRAL Illinois. Indians. Michigan Ohlo. Wisconsin.	4,504.4 7,777.9 9,336.8 3,820.1	2.6189 4.5222 5.4286 2.2211	2,981.9 1,372.4 2,254.4 2,791.7 1,100.0	2,508.5 3,217.9 1,250.9	5,391.9 6,493.4 2,267.0	120,225,403 1 8,041,068 14,441,651 17,792,511 0 6,304,460	4.8421 5.9655 2.1439	2,005 1,785 1,857 1,906 1,674	5,858 6,406 6,373	5,146	14.7 17.3 15.8 14.9 18.7	3.5 4.6 3.9 3.7 5.1	16.4 18.6 15.8 17.0 21.0	8.5 10.7 8.6 9.3 12.5	42.5 43.3 44.1 44.5 41.1	36.0 40.9 39.2 39.5 40.0	14.3 16.8 15.8	21.4 20.5 22.6 21.2 18.9	6.5 7.7 7.8	30.6 23.3 25.7 26.3 23.5
	35,095.1	20.4049	10,500.4	11,831.8	24,476.8	66,895,093	22.4288	1,906	6,385	5,454	15.7	3.9	17.2	9.3	43.3	38.6	15.8	21.3	8.0	28.9
WEST NORTH CENTRAL lowa Kansas Minneseta Missouri Nobraska North Daketa South Daketa	3,313.0	1,2384 1,9262 2,4948 ,8219 ,3699	671.8 955.1 1,344.6 432.4 170.1	715.0 1,052.4 1,511.7	1,240.0 1,847.8 2,783.1 740.2 211.7	3,251,714 5,354,843 7,267,137 2,000,518 836,612	1.0902 1.7954 2.4366 .7009 .2805	1,527 1,616 1,694	5,018 4,840 5,607 5,406 4,835 4,918 4,519	4,563 4,548 5,988 4,307 4,374 4,401 4,147	25.5 28.1 19.2 25.0 27.4 30.8 33.2	8.0 9.0 5.2 7.5 9.0 10.3 11.9	28.3 28.5 19.9 21.2 28.5 25.0 28.2	17.9 18.5 11.9 13.7 20.4 18.2 20.3	33.9 31.8 41.5 37.2 31.2 29.5 28.3	37.8 36.1 40.2 39.6 36.3 35.1 36.0	8.4 13.0 11.0 8.3 9.3	15.8 14.4 19.1 17.8 14.6 16.8 15.0	5.6 4.6 5.6	22.0 23.6 21.4 19.7 19.6
	15,179.6	8.8255	4,604.0	5,077.3	8,477.8	23,868,609	8.0027	1,572	5,184	4,701	25.1	7.7	23.7	15.0	35.5	38.4		16.8	-	21.5
BOUTH AYLANTIC Delaware District of Celumbia Florida. Georgia. Georgia. Maryland North Carolina. South Carolina. Virginia. West Virginia.	4,146.8 3,798.3 2,957.0 4,482.2 2,363.7 3,839.4	.4877 2.4110 2.2084 1.7192 2.6060 1.3743 2.2323	246.1 1,218.4 906.1 818.2 1,006.7 506.0 980.5	019.7	838.8 2,779.1 1,909.6 1,979.6 1,673.3 899.3	6,471,018	.6394 2.1696 1.6548 1.8072 1.8317 .8402 1.8865	2,273 1,560 1,299 1,823 1,219 1,000	7,273 7,749 5,311 4,955 6,588 4,986 4,277 5,738 5,207	6,462 5,304 4,576 4,086 5,906 4,187 3,684 4,702 4,562	14.4 7.1 27.3 33.6 12.3 29.6 40.5 23.4 22.4	3.2 1.6 8.4 11.7 2.9 9.8 10.1 6.7 8.9	15.5 18.7 22.7 25.3 14.4 23.5 27.0 20.7 23.4	7.6 9.3 15.2 19.2 7.6 17.0 23.4 12.9 15.7	45.4 42.8 34.8 28.9 46.2 34.0 23.5 38.7 39.3	36.2 34.5 38.3 35.8 30.5 40.2 33.2 37.3 42.8	10.4 9.7 7.8 17.6 8.8 6.0 12.6	19.0 23.8 16.1 14.6 22.7 15.7 12.9 19.4 17.3	9.5 4.1 3.0 6.6	30.8 22.0 18.7 27.3 17.3 14.4
2	24,811.9	14.4200	6,575.2	7,810.3	12,958.2	35,848,481	12.0195	1,445	5,452	4,505	26.0	7.9	22.0	14.6	35.3	38.0	10.9	17.7	5.8	21.8
EAST SOUTH CENTRAL Alabama Kontucky Mississippi Tennessee	3,174.1 3,038.9 2,133.8 3,490.0	1.7668 1.2406 2.0291	830.6 557.0 939.5	922.6 619.0 1,068.7	1,689.7	3,748,700 3 3,753,806 0 1,905,286 7 4,268,178	1.2586 .6388 1.4311	1,235 893 1,223	4,528 4,519 3,421 4,543	4,041 4,069 3,078 4,032	54.8	12.3 27.0 12.5	26.4 25.0 26.3	19.0 20.6 26.7 20.7	30.6 28.6 14.7 28.0	39.2 36.6 25.7 36.0	7.2 3.5 7.2	14.6 14.0 9.3 14.0	3.7 2.0 3.8	16.8
WEST SOUTH	11,000.0			0,000.0	0,210.0	10,010,00	4.0000	1,100	7,000	3,876	38.0	14.4	20.5	21.1	20.5	35.6	6.6	13.5	3.3	15.4
CENTRAL Arkansas Louisiana Oklahoma Texas	3,087.6 2,251.0 9,350.2	1.7962 1.3087 5.4364	673.8 2,639.8	927.4 722.1 3,018.0	1,831.7 1,358.2 6,818.4	3,221,616	1.3837 1.0802 4.7903	1,337 1,431 1,528	3,672 4,897 4,781 5,412	3,436 4,480 4,481 4,733	43.9 31.0 30.7 25.8	18.4 10.1 10.2 7.5	23.4 22.8 24.4 22.4	24.1 16.1 17.6 14.3	31.6	33.0 36.9 37.2 35.7	9.2 8.7	11.0 16.1 15.4 16.9	4.6	13.5 20.8 19.6 25.6
	16,488.1	9.5748	4,852.0	5,198.2	10,728.7	23,466,133	7.8645	1,424	5,042	4,812	29.4	9.2	23.2	15.8	32.3	35.9	9.6	16.1	5.5	23.0
MOUNTAIN Arizona. Colerade. Idaho. Montana. Nevada. New Mexico. Utah Wyoming.	633.6 680.4 252.9	.9708 .3684 .3834 .1471 .4991 .4960	506.1 182.3 207.9 79.3 225.0 232.8	216.6 101.6 251.7 246.7	1,103.6 279.3 317.2 156.6 829.4 847.1	2 1,105,791 518,296 1 1,166,396 0 1,265,132	.9329 .3207 .3707 .1738 .3910 .4241	1,686 1,510 1,677 2,049 1,350 1,486	5,454 5,496 5,247 5,319 6,536 5,182 5,434 5,730	4,795 4,984 4,984 5,106 5,101 4,843 5,128 4,913	26.7 24.4 22.5 23.2 16.7 28.6 18.5 20.3	8.1 7.1 6.5 8.7 4.3 8.8 5.3 5.7	20.5 21.4 22.1 19.9	13.1 13.5 13.9 11.3 16.8 13.3 11.2	37.1 37.4 38.9 37.4 41.5 30.8 42.8 41.0	43.4	11.5 11.5 11.0 14.4 9.7 12.0	17.6 17.9 18.0 17.0 20.0 16.1 18.3 20.4	5.3	23.2 21.8 24.2
			1,850.4			10,005,800			5,456	4,941	23.7	6.9	-	13.5	-	30.2	-	17.8	-	22.8
PACIFIC California Oregen Washington	2,755.6	1.6021	890.9	1,002.8	1,703.5	3 2,874,104 5 5,061,212	.9636 1.6069	1,801	6,390 4,934 5,681	5,744 4,687 5,049	17.4 26.5 22.5	4.5 8.4 8.5	17.0 22.2 20.7	6.9 15.3 12.8	35.5 38.8		10.2	22.6 17.5 18.2	5.6	28.5 18.7 22.9
	18,831.4 171, 99 4.4	-	80,372.7		_	38,112,006 298,254,624		1,734	5,921	5,548	19.0	5.6	18.0	8.3	30.3	37.9	15.1	_	-	27.0
ALASKA	210.7	.1225	44.7 182.0	106.2 194.7	81.7 400.2			2,703 1,005	12,741 6,513	5,415 5,031	18.6	4.8	15.7	8.7	38.4		-	25.5	-	27.8

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SOUTH CAROLINA SOUTH GAROLINA

Summary of Retail Sales Data by States and Sections

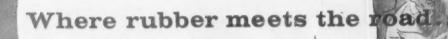
						RET	AIL SAL	ES-C	EST	IMATE	8, 1957				
SECTIONS and STATES	Total			AD	SALES & VERTISI ONTROL	NG				NINE STO	RE GROU	PS (add 000)		
	Retail Sales Dollars (add 000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality	Index of Sales Produc- tion	Food	Eating & Drink. Places	General Mose,	Apparel	Furn House Appl.	Auto- motive	Gas Stations	Lumber- Bidg Hdwre,	Drugs
NEW ENGLAND Connecticut Maine Massachusetts New Hampshire Rhode Island Vermont	6,223,949 666,604 936,498	8 .5211 9 3.1093 4 .3330 8 .4679	3,829	.4978 3.0852 .3191 .4790	94 107 97 99	120 96 106 101 96 99	822,146 295,941 1,638,472 183,096 225,914 168,187	44,858 474,593 34,558 68,626	122,418 855,807 57,480 115,338	53,626 439,487 37,643 72,142	40,286 300,672 27,878 43,270	204,877 1,032,690 130,594 171,424	81,356 344,277 52,856 60,404	53,474 318,325 38,447 52,632	29,897 202,980 16,293 35,440
	12,613,580	0 6.3015	4,333	6.2790	108	106	3,283,790	874,044	1,533,900	853,672	629,762	2,249,181	786,297	894,289	405,616
MIDDLE ATLANTIC New Jersey New York Pennsylvania	7,104,475	4 10.3204 8 6.2256	4,135 3,843	10.8578	114	108 108 95	1,886,782 5,521,875 3,136,887 10,525,544	2,144,778 880,289	2,456,386 1,888,876	2,006,316	1,231,127	1,248,020 2,984,538 2,315,030 6,547,588	966,776	941.044	549,717 346,492
EAST NORTH															
CENTRAL Illinois Indiana Michigan Ohio Wisconsin	5,171,538 9,488,400 11,799,687	5 2.5835 8 4.7401 7 5.8948	3,768 4,209 4,227	2.6468 4.7475 5.8369	101 105 108	112 99 105 99 103	2,831,138 1,150,250 2,285,796 2,898,429 1,020,049	653,577 904,907	627,838 1,128,360 1,574,120	255,228 515,513 596,720	267,138 481,933 615,133	2,138,988	431,834 773,342 888,390	445,704 682,838 838,409	172,206 369,099 364,996
	43,501,801	21.7772	4,148	21.8286	107	107	10,185,662	3,459,689	5,853,419	2,406,006	2,195,007	8,899,302	3,265,364	3,223,979	1,417,120
WEST NORTH CENTRAL Iowa. Kansas Minnesota Missouri. Nebraska. North Dakota. South Dakota.	2,355,096 3,942,504 5,032,462 1,712,753 753,896	8 1.1765 4 1.9696 2 2.5141 3 .8567 5 .3766	3,506	1.1457 1.8739 2.4715 .7716 .3272	97 99 94	103 95 102 101 104 87 96	641,258 523,118 815,219 1,075,898 327,481 128,682 138,206	117,763	200,577 585,702 797,550 188,823 74,884	100,804 203,772 250,096 74,899 32,922	117,730 173,690 245,486 82,061 28,778	857,858 730,730 979,012 342,614 159,882	218,091 298,989 397,094 160,510 57,140	263,857 454,154 380,953 227,417 150,424	90,026 83,253 116,538 187,270 52,913 21,463 22,354
	17,796,796	8.8909	3,886	8.4338	96	101	3,649,862	1,143,853	2,211,145	834,325	822,429	3,576,102	1,474,662	2,086,308	573,817
SOUTH ATLANTIC Delaware District of Columbia Florida Georgia Maryland North Carolina South Carolina Virginia West Virginia	3,567,800 3,380,219 3,943,068 1,785,658 3,679,581	2 .6763 2 .9435 0 1.7823 0 1.6886 3 1.9698 3 .8920 1 1.8382	4,574 5,501 4,836 3,582 4,131 3,599 3,047 3,753 3,375	.6132 2.4501 1.8037 1.7541 2.0279 .9626		114 139 122 81 98 76 65 82 106	111,980 259,356 1,366,422 831,483 858,546 867,617 447,678 876,468 453,655	118,884	64,146 222,439 546,531 522,925 497,447 567,506 207,690 487,238 278,670	108,134 417,056 192,116 159,648 224,492 97,488 197,785	337,532 177,797 145,563 226,254 110,913	1,247,397 758,717 588,259 820,082	73,789 469,222 314,732 241,704 353,579 174,310	31,873 403,838 219,568 199,059 281,541 119,327 208,210	16,488 63,575 209,532 118,681 128,911 119,124 57,634 123,509 47,478
	25,885,947	12.9315	3,937	12.7674	89	90	6,073,185	1,629,201	3,382,792	1,828,903	1,377,230	5,213,534	2,128,350	1,885,292	884,932
EAST SOUTH CENTRAL Alabama Kentucky Mississippi Tennessee	1,493,167	1.2432 .7460 1.5725	3,068 2,996 2,681 3,350	1.3556	75 77 64 79	89 70 60 77	644,486 609,834 343,602 743,384 2,341,306	109,751 162,868 59,154 147,128	328,177 308,046 176,064 445,925	84,889 184,067	115,614 70,127 187,343	569,603 531,303 345,466 693,323 2,139,695	204,736 191,269 141,360 267,683	188,467 114,644 209,923	76,887 84,875 47,510 89,096
WEST SOUTH	2,000,000		-,								-	-1.001		330,000	330,330
WEST SOUTH CENTRAL Arkansas. Louisiana Oklahoma Texas	2,960,277 2,388,346 10,563,681	1.4789 1.1931 5.2723	2,936 3,513 3,545 4,009	1.4946 1.1598 5.0841	71 83 89 93	70 82 97 97	333,678 638,249 553,329 2,427,406		167,301 426,923 283,375 1,291,946	122,222 569,859	116,020 490,201	610,218 554,602 2,451,268	240,173 210,754 881,345	214,393 206,767 806,918	43,735 103,256 84,919 338,487
	17,357,593	8.6714	3,731	8.4487	88	91	3,952,864	976,668	2,169,545	949,859	835,955	3,952,545	1,449,970	1,358,406	570,397
MOUNTAIN Arizona. Colorado Idaho Montana Nevada. New Mexico Utah Wyoming.	1,322,622 2,126,660 775,336 850,491 437,756 922,658 944,737 433,263	1.0824	4,132 4,262 4,253 4,091 5,520 4,009 4,056 4,471	.0240 .9793 .3503 .3894 .1819 .4336 .4528 .1986	94 101 96 102 124 87 91 104	99 109 105 111 149 92 95 115	314,558 476,122 184,615 173,970 88,921 204,171 290,728 90,748	101,800 140,777 52,736 85,015 50,311 69,498 65,248 38,408	146,958 262,514 87,189 75,391 42,223 104,793 135,644 37,296	80,196 93,692 29,049 38,782 25,289 41,496 43,016 16,981	73,093 112,233 36,279 34,985 19,778 41,041 48,926 16,870	247,170 453,019 170,934 183,865 83,866 199,206 195,703 104,473	140,608 180,184 69,857 71,512 51,786 99,242 98,779 45,220	119,529 174,805 69,641 104,068 24,307 67,341 68,804 38,697	47,946 93,035 23,271 23,331 22,846 35,186 34,440 14,760
	7,813,525	3.9032	4,223	3.0067	97	105	1,713,833	599,593	892,009	346,453	383,208	1,638,028	755,155	687,192	294,815
Oregon Washington	19,825,500 2,163,749 3,229,462	1.0809	4,202 3,716 3,625	9.6908 1.0149 1.6529	117 97 103	119 94 101	533,150 767,539	1,588,957 147,675 229,014	269,199 464,893	89,507 140,050	1,258,286 99,334 156,321	438,178 560,401	1,711,029 189,621 261,546	161,753 229,540	637,428 58,739 109,969
TOTAL U.S.A	25,218,711	12.5985	3,974	12.3586	113	115	6,208,303 47,974,109			1,374,773					6,330,113
ALASKA	223,319 523,496	.1116	4,996	.1535	125 88	91 73	54,381 140,616	29,797 52,250	30,299 79,540	14,364 29,494	10,343 27,740	32,566 98,451	14,550 41,381	9,387 8,062	9,739 15,793

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THE BASIC "SURVEY" DATA .

The Maps. In the summer of 1954 SALES MANAGEMENT editors conducted a survey among readers-users of the Survey of Buying Power to find out what kind of maps would be most suitable to use in connection with Survey figures on counties and cities. They were given the choice of the kind of county outline maps which we had used in the past, with shadings of five types to indicate the total amount of Effective Buying Income-or "distort" maps which would show the size of each county in its proportion of the total income rather than its total land area. By a vote of better than 7 to 3, subscribers voted for income "distort" maps.

Russell L. Simmons was commissioned to prepare the new maps. He retained the normal shape and boundary lines of each state, and insofar as possible kept each county in its proper geographic location.

Each county is charted to show its proportion of the net Effective Buying Income of the state, and within each county, important cities are similarly charted to show their importance in producing the county's income. All cities are shown which had an E.B.I. of \$15 million or more in the year 1953.

Metropolitan County areas are indicated by black dotted lines, and where an area cuts across state lines, the sector of the adjoining state is reproduced.

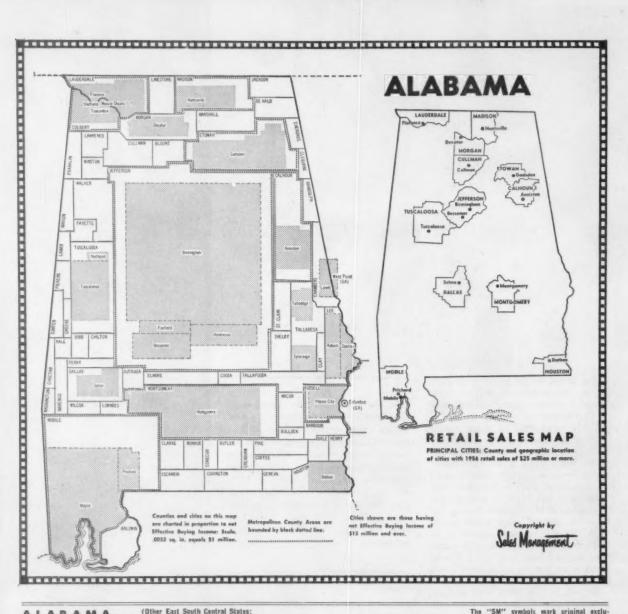
The editors designed the maps to give at a glance the relative importance of counties and cities. The important counties stand out; the editors believe that no reader will want In the 1958 issue the distort maps have been brought up to date, and a new feature added at the suggestion of several readers. This new feature is an adjoining outline map which shows the precise geographical location of all cities with retail sales of \$25 million in 1956, and the counties of which they are a part. The distort maps give a measurement of "how much" while the outline maps say "where" on all important market centers.

to use this particular kind of map for locating the less important counties. Code number locators have been eliminated because they seemed out of place on an "impression" map.

of place on an "impression" map. Varying scales are used for the maps, based upon possibilities and restrictions involved in the size and shape of the state, number of counties, etc. On the first map, Alabama, each .0053 square inch equals \$1 million in income.

Selection of Cities. In the data section all incorporated cities are included which in the 1954 Census had retail sales of \$12 million or more. All cities which had 10,000 population or more in the 1950 Census of Population are also included. Omitted are some suburban communities with insignificant shopping districts; included are some trading area towns of considerably less population but with a big retail sales volume.

MAY 10, 1958



		(°8n			NU	MBEI	R OF	OUT	LET	8				799			NU	MBE	R OF	OUT	LET	3		
City	County	Pep. (thous.)	Tetal Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs	City County	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sh.	L-B-H	Drugs
	.Marshall	7.2	144	35	14	14	12	10	12	14	6	6	GadedenEtowah		1000	207	73	1000	58	43	43	54	22	24
Alexander City	. Tallapoosa	12.7	141	43	4	21		18	16	13	4		HomewoodJefferson			15 136		35	30	28	35	12	23	1
	. Covington	10.1		43	19	16	14	13	9	15	10	5	Jasper Walker			43	10000		17	17	17	20	8	
	.Calhoun	35.1	-	125	-	42	45	36	47	89	18	12	MebileMobile		1,379	319		96	124	86	70	125	47	84
	Limestone	8.2	160	50	10	12	16	10	12	15	15	3	Montgomery Montgomery	128.6	1,100	292	159	81	115	64	69	107	31	41
Auburn	.Loo	15.7		36	28	3	10	6	- 8	9	8	6	Opelika Lee	. 15.0	230	73		24	20	13	11	22	22	- 1
Bessemer	. Jofferson	32.4	518	194	84	32	43	24	25	56	14	14	Phonix City Russell			108		15	4	9	6	28	3	1
Birmingham.	.Jofferson	365.2	3,104	792	482	294	227	161	137	319	135	156	PrichardMebile	. 27.7	220	82		18		15	13	28	8	11
Cullman	.Cullman	8.6	233	54		28	18	18	31		13	5	SelmaDallas	. 27.6		38				25	27	21	7	- 1
Decatur	.Morgan	23.0	349	92		26	28	28	39	22	10	13	SheffieldColbert	. 16.6	181	49	37	8		10	19	18	7	
Dothan	. Houston	29,7	383	117		21	37	21	27	40	19	11	SylacaugaTailadoga	. 14.7	200	56	19	10	18	17	18	10	11	8
Fairfield	.Jefferson	14.0	145	36	26	"6	8	14	8	12	8	8	TalladegaTalladega	. 18.1	214	68	21	14	22	14	17	21	11	-
Florence	.Lauderdale	30.9	298	85	24	20	27	21	30	23	16	9	TuecaloesaTuscaloesa	. 59.7	533	128	57	38	50	34	35	88	13	21

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

		0		OPULAT STIMAT		56	EF BU	FECTIVI	COME	_ (M E8	TIMAT	TES, 1	957	The	e "SM	" symt	SALE:	urk ori B MAN	ginal, e	ENT.
ALABAMA	Me- tre- poli-			House-	Con- sumer	Urban					Income			In	come B	ireakdo	wn of t	louseho	olds		
COUNTIES	tan Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Heid.	Per C. S. U.	\$0-2 % Helde	2,490 % Inc.	9%	0-3,999 % . Inc.	%	0-6,999 % . Inc.	\$7,000 % Heide	3-9,999 % . Inc.	\$10,00 Halds	00&over % . Inc.
Autauga		17.0	.0098	4.1	4.2	4.3	14,442	.0048	850		3,370		20.4	175	23.3	-	38.1		11.1	1.6	
Baidwin		44.9 26.1	.0261	11.9 6.5	12.8	7.9 6.4	47,222 20,863	.0158	2000		3,688		15.3 24.7		23.8 27.1		38.8	3.2	11.5 8.3	1.5	
Bibb		15.5	.0090	3.8	4.1		13,069	.0044	843	3,439	3,125	48.0	21.0	27.5	28.5	22.5	38.2	3.3	8.6	.7	2.8
Blount		26.0 14.7	.0151	6.6 3.5	7.1	2.6	22,262 11,227	.0075	856 764		3,135 2,830	47.9 58.7	22.9	28.0		21.6 16.3		2.7	8.7 7.4	1.1	8.6
Butler		26.5	.0154	6.4	6.5	6.2	21,572	.0073	814	3,371	3,293	46.8	21.5	25.6	25.5	22.4	36.5	3.7	9.2	1.5	7.3
Calhoun	174	92.2	.0536	24.1	26.8	49.7	115,304	.0386		4,784	4,299	26.4	8.9	1	18.6	38.6	44.0	8.4	15.2		
Anniston Chambers See West Point (Ga.)-Lanett		35.1 36.0	.0204	9.1	11.2	15.2	52,089 43,791	.0174	1,484		4,637 4,176	20.0	5.9 10.1		15.1		43.8	10.6	16.8 15.7	5.1	18.9
		15.1	.0087	3.7	4.0		12.623	.0042	836	3,412	3,143	49.0	23.3	25.6	26.6	20.5	34.6	3.5	8.9	1.4	6.6
Chilton		24.7	.0144	6.4	6.6	4.3	21,166	.0071	857	3,307	3,173		22.8	25.9	26.8	21.3	35.9	3.5	6.0	1.2	5.5
Choctaw		17.5	.0102		4.6		13,130	.0044	750		2,844	57.1			27.6		28.5	2.2	6.4	1.4	
Clarke		24.3	.0141	6.1	6.3	3.0	21,034	.0071	886	3,448	3,321	47.0		26.7	26.4	1	32.9	3.9	9.4	2.0	10.0
Clay		12.1 10.8	.0070		3.2 2.8		10,254 8,481	.0034	851 785	3,431	3,162 2,948	49.3 52.0	23.3 26.6	25.0 25.4	25.7 28.2	20.9	35.0 35.1	3.3	8.5 7.2	1.5	7.5
Coffee		28.9	.0168	7.3	7.4	9.8	24,768	.0083	857	3,393	3,305	44.9	20.5	26.9	26.8	23.1	37.5	3.8	9.2	1.3	6.0
Colbert. △Sheffield See Florence- Sheffield- Tuscumbia-	200	46.6 16.6	.0271	11.7 5.0	13.0 5.5	23.3	57,445 26,010	.0193 .0087	1,233	4,910 5,202	4,390 4,680	26.7 23.0	7.1		16.6 15.4	9.00	43.7	9.2	16.3 17.4	3.6	
Musele Shoels Conocuh		18.9	.0110	4.3	4.6	3.1	13,527	.0045	716	3,146	2,967	52.7	27.2	26.6	29.9	17.5	32.2	2.4	6.8	.8	3.9
Coosa		10.5	.0061	2.8	2.7		9,095	.0030	866	3,638	3,341	42.7	19.0	27.2	26.3	24.8	39.0	4.1	9.8	1.4	5.9
Covington		37.7	.0219		10.7	15.8	37,383	.0126	992	4,063	3,485	39.9	16.7	26.1	23.8	27.1	40.1	5.0	11.1	1.9	8.3
Andalusia		10.1	.0059		3.3		13,235	.0045			4,007	33.7			20.7		40.9	6.6	13.2	2.9	
Crenshaw		17.3	.0101	4.3	4.8		14,388	.0048		3,346	2,992	54.8			26.0	16.6	29.4	2.8	7.4	1.8	9.8
Cullman		46.3 8.6	.0269		12.4	8.6	38,124 10,879	.0128	823 1,265	3,498	3,059	39.0	24.4 15.5	26.4	28.7	19.8	34.2	3.1	8.2	1.3	12.6
Dale		20.4	.0119		5.3	5.2	17,167	.0057	842		3.214		22.6	26.4	26.8	20.8	34.8	3.3	8.5	1.5	7.3
Dallas		58.0	.0337	14.5	16.7	27.6	60,955	.0205	1,051	4,204	3,645	45.4	18.1	21.3	18.5	23.4	33.1	6.4	13.6	3.5	16.7
Selma		27.6	.0160	8.2	9.2		35,963	.0121	1,303	4,386	3,879	40.6	15.2	22.7	18.5	26.1	34.8	6.7	13.5	3.9	18.0
De Kalb		42.7	.0248		11.1	5.9	34,145	.0114	800		3,064		25.2	26.4	28.5	18.8	32.7	2.7	7.3	1.3	6.3
Elmore		30.1	.0175		8.1 7.9	5.8 10.7	29,843 29,114	.0100	991 961	4,033 3,934	3,647 3,642	39.2 40.1	15.8 16.3	24.5	21.5	28.3 25.5	40.6 37.0	5.9 4.8	12.9 10.5	2.1	9.2
Etowah	54	104.0	.0805			74.8	138,752	.0465			4,531	23.3	7.8		17.6	1 maria	44.2	9.7	16.8	3.6	XXX 1 30.
▲Gadsden		68.0	.0396			9.4	101,368	.0340			4,701	20.8	6.4	24.2		40.4	44.3	10.6	17.6	4.0	
Franklin		16.5 23.5	.0096	4.1 6.0	4.3 8.2	3.1 5.6	13,525 21,325	.0045			3,110 3,419		24.3 18.8	27.2	26.7	24.2	37.8	3.0 4.1	9.6	1.4	
Geneva		22.6	.0131		8.1	3.1	19,586	.0068	866	0,010	3,205		22.1		28.1		35.3	3.1	7.8	1.4	6.7
Greene		14.2 19.0	.0082		3.7 4.8		10,310 13,231	.0034	726 696		2,752 2,728	81.7 50.5	33.8 33.0	22.2		12.4 14.6	24.2 28.8	2.1 1.9	6.1 5.8	1.6	
Henry		16.2	.0094	3.7	4.0		13,256	.0045	818	3,583	3,270	47.8	21.8	25.2	25.1	21.1	34.0	3.9	9.4	2.0	9.7
Houston		50.7	.0295			31.8	54,681	.0183			3,662	40.4		25.3				5.5	11.9	2.6	
Dothan		29.7	.0172			4.0	38,925						12.6		20.0			7.0		3.3	
Jackson		35.5	.0206	8.8	9.1	4.3	28,396	.0095	000	3,302	3,104	1 48.8	24.1	26.2	21.6	19.6	88.7	3.0	7.7	1.4	6.9

SM Standard (▲) and Potential (△) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

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BIRMINGHAM

FASTEST GROWING FAMILY INCOME
IN THE SOUTH

Though far behind other big Southern markets in 1940 and 1950, Birmingham Family Income has caught up rapidly.

It now exceeds New Orloons, is somewhat behind Atlanta and Miami, and an e par with other major Southeastern markets. Percentage income gains are the largest in the South.

AVERAGE FAMILY INCOME

	Percent	Increase	Y	early Avere	ige
Metropoliten Area	1940-'56	1950-'56	1940	1950	1956
Birmingham	214%	45.7%	\$1775	\$3828	\$5576
Houston	198	11.1	2114	5676	6305
Atlanta	186	35.5	2278	4814	6524
Miami	177	49.3	2305	4284	6394
New Orleans	164	22.2	2085	4500	5499
Memphis	154	25.0	2312	4704	5879
Dellas	142	17.1	2675	5537	6486
San Antonia	130	- 0.8	2279	5280	5238

Source: Sales Management

Birmingham's Total Buying Income passed the \$1 billion mark for the first time— \$1,022,279,000 in 1957.



Not founded till 1871, Birmingham has grown to almost two-thirds of a million population—629,400.





ALABAMA		J		PULAT	ION E8, 1/1/	88	EFI BU	FECTIVI	E NCOME	_ (M ES	TIMAT	ES, 1	957	The	"SM" estima				inal, e	
COUNTIES	Mo- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdev	vn of H	louseho	lds		
(continued)	Area	(thou- sands)	of U.S.A.	helds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	0.8.A.	Per Capita	Per Hsid.	C. S. U.	\$0-2 % Halda	% Inc.	\$2,500 % Halda.	-3,999 % inc.	\$4,000 % Halds.	%	\$7,000 Helds.	-8,999 % Inc.	\$10,000 W Halda	%
Jefferson,	17	629.4	.3660	178.1	205.5	508.7	1,022,279	.3428	1,624	5,740	4,973	18.9	5.4	22.7	14.0	40.5	40.9	12.0	18.3	5.9	21.4
▲Birmingham		365.2	.3124	110.5	122.7	,	606,896	.2035	1,662	5,492	4,944	20.7	6.0	22.7	14.5	39.4	40.8	11.7	18.3	5.5	20.4
Bessemer		32.4	.0188	9.2	9.9		43,143	.0145	1,332	4,689	4,346	24.8	8.4	27.7	20.4	36.1	48.4	8.2	15.0	3.2	12.8
Fairfield		14.0	.0081	3.5	4.1		19,779	.0066		- ×	4,798	15.8	4.6	25.5	16.2	42.5	44.2	11.5	18.0	4.7	17.0
Homewood		19.2	.0112	5.4	5.8		40,810	.0137			7,007	14.2	2.9	16.3	7.4	36.1	26.5	18.8	20.8	14.6	42.4
Lamar		14.0	.0081	3.5	3.6		10,120	.0034			2,751	57.2	31.5	24.9	29.8	15.2	29.7	2.1	6.1	8.	2.9
Lauderdale	209	58.3	.0339	15.8	17.6	30.9	70,940					32.7	11.9	23.8	18.8	32.9	42.4	7.7	15.0	2.9	11.0
Tuecumbia-												1						1		1	
Muscle Shoals		60.7	.0353	17.7			98,836	.0316	1 510	5,301		1		1						1	
△Florence		30.9					47,484				4,414	25.3	8.0	01.0	15.0	000	10.1	100	17. 2	1	
Lawrence	1	25.1	.0146				19,506	.0068			2,943	51.3		21.9	15.0	38.3	43.1	10.3	17.5	4.2	16.4
Lee		47.8			1	30.7		.0202				37.3		10.7	15.8	31.4	41.1	8.4	16.6	3.2	3.5
Opelika	1	15.0		4.3	1	-	19,806	.0000	1			31.3		24.5	18.4	32.0	39.5	8.7	16.2	3.5	15.0
Auburn		18.7	.0001	8.2			28,314	.0001				39.6		5.7	4.3	38.7	46.3	11.7	21.2	4.3	14.9
Limestone		34.2		1	1	8.2		.0100				48.2		26.2		21.9		3.8	9.2	1.9	9.2
Athens		8.2	1				10,712	.0036				34.1	11.9	24.0	18.2	30.8	38.1	6.7	12.6	4.4	19.2
Lowndes		15.5	1	1	1		11,394							20.0		12.4	24.4	2.7	8.1	1.4	7.4
Macon		29.3			1			.0092				49.7		21.1	20.1	21.0		5.6	13.3	2.6	12.3
Madison		87.8	1		1							38.1	15.0	24.9		28.6	40.1	5.9	12.5	2.5	10.9
△Huntaville		55.1		1		-	76,708					36.8		24.4		29.6	39.8	6.4	13.0	2.8	13.1
Marengo		28.8					0.000		-	-		53.9		23.4	25.0	40.00	30.9	3.3	8.6	1.7	9.0
Marion		23.7					18,311	.0061		1		49.0		28.2		19.3		2.8	6.8	.9	4.3
Ma shall		45.4		-					7.00					26.6		22.1	35.3	3.8	9.2	1.8	8.7
Albertville		7.1					8,100					36.9		26.9	22.2	27.3	36.4	5.3	10.6	3.6	17.0
Mobile		276.4									1			22.7	15.4	37.0		10.2	17.2	4.5	17.9
Mobile-Prichard	-	804.4				-	815,178			8,580	1	20.0			10.4	01.0	40.4	10.4	11.4	7.0	17.0
▲ Mobile		176.7					279,122					22.9	6.8	20.9	13.4	39.2	41.1	11.6	18.4		20.3
Prichard		27.7		5	1	1	36,056	1	-		1	23.9		25.4	18.8	1		8.5	15.4	2.7	
Monree		22.7	.0131									49.2		10000				3.6	9.1	1	10.0
Montgomery	94	183.0		1				.0831				28.5	8.7	21.0	13.9	33.3	36.1			1.8	8.6
	-	128.6		38.3				20000		1	.,,,,,,			1				11.4	18.7	5.8	22.6
▲ Montgomery		1 128.0	.0747	38.3	49.8	1	214,344	.0719	1 1,667	5,590	4,673	27.1	8.1	20.8	13.5	34.2	36.2	1 11.0	19.1	6.0	23.

SM Standard (A) and Potential (A) Metropolitan County Areas.

O SM, 1958.

Before using these figures read fereword, page 13.



for MOBILE buy WALA-TV

and GET TO THE MEAT OF THE COCOANUT!

The real meat of Time Buying

lies in the "AA" & "A" time—Check your latest (Dec. 1957) A.R.B. and you will find that WALA-TV is "Out Front Again"!

P.S. You still get the rich Pensacola Market FREE.

To sell Mobile and Pensacola, 2 for the price of one, use Mobile's senior TV Station . . . WALA-TV, Channel 10, NBC, Mobile, Ala.

Owned and operated by the Pape Television Co., Inc.

Represented Nationally by H-R Representatives.

AL ADAMA		J		PULATI		58	EFI BU	FECTIVE YING IN	COME	_ 0	M ES	TIMAT	ES, 16	157	The					inal, ex AGEME	
COUNTIES	Me- tre- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdow	vn of H	louseho	ids		
CITIES (continued)	tan Area	(thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 Walds.	%	\$2,500 % Halds.	404	\$4,000 Holds.	637	\$7,000 % Halds.	0%	\$10,000 Halds.	%
Morgan		54.5	.0317	15.0	16.0	25.8	60,358	.0203	1,107	4,024	3,771	38.8	15.3	25.0	21.5	27.2	38.1	8.4	13.6	2.6	11.5
Decatur		23.0	.0134	7.2	7.9		33,631	.0113	1,462	4,671	4,252	31.3	10.8	24.0	18.0	32.2	39.3	8.7	16.1	3.8	15.8
Perry		17.9	.0104	4.1	4.5	2.5	13,808	.0046	771	3,368	3,008	54.5	27.0	23.6	25.6	16.9	29.7	3.3	8.8	1.7	8.9
Pickens		21.8	.0127	5.1	5.4	2.7	16,549	.0055	759	3,245	3,018	53.4	26.6	23.9	25.8	18.0	31.9	3.3	8.8	1.4	6.9
Pike		27.7	.0161	7.2	7.7	10.4	26,382	.0089	952	3,664	3,426	47.6	20.7	24.1	22.9	21.5	33.3	4.2	9.8	2.8	13.3
Randolph		20.0	.0116	4.9	5.2	4.8	16,743	.0056	837	3,417	3,161	44.9	21.2	28.0	28.8	23.3	39.2	3.1	8.0	.7	2.8
Russell	32	44.0	.0256	11.0	11.7	29.0	43,529	.0146	989	3,957	3,714	38.9	14.8	26.2	22.8	28.8	41.1	6.2	13.3	1.9	8.0
Phenix City		29.0	.0169	7.6	8.2		32,347	.0108	1,115	4,256	3,922	32.0	12.0	26.4	21.6	32.3	43.2	7.2	14.6	2.1	8.6
Saint Clair		25.3	.0147	6.3	6.8	.1	25,555	.0008	1,010	4,056	3,754	35.5	14.0	28.9	23.0	28.9	41.9	5.6	11.9	2.1	9.2
Shelby		30.9	.0180	7.7	8.9		30,969	.0103	1,002	4,022	3,449	39.5	18.7	28.5	24.4	27.8	41.6	4.6	10.5	1.6	6.8
Sumter		21.7	.0126	5.1	6.1		17,984	.0061	828	3,522	2,943	56.5	28.4	21.1	23.2	17.2	30.6	3.6	9.6	1.6	8.2
Talladega		70.3	.0409	17.2	18.6	39.9	78,324	.0258	1,088	4,437	4,096	29.4	10.6	26.4	20.6	34.4	44.0	7.1	13.7	2.7	11.1
Sylacauga		14.7	.0085	4.3	4.9		21,643	.0073	1,472	5,153	4,338	23.8	7.8	24.2	17.0	39.6	45.8	8.9	15.5	3.5	13.9
Talladega		18.1	.0105	4.3	5.3		21,536	.0072		5,008		27.7	9.6	25.5	10.2	35.8	44.1	7.9	14.7	3.1	12.4
Tallapoosa		34.1	.0198	8.8	9.3	14.7	38,385	.0128	1,126	4,362		29.7	10.8	27.1	21.4	33.4	43.0	7.2	14.0	2.8	10.8
Alexander City		12.7	.0074	3.8	4.3		18,715	.0063				26.6	8.8	26.0	19.0	35.0	41.3	8.5	15.1	3.9	15.8
Tuscaloosa		104.2	.0806	24.8	32.7	63.6	124,333	.0417	1,193	5,013	3,798	35.2	12.7	22.0	17.3	31.4	40.4	8.0	15.5	3.4	14.1
Northport		64.9	.0377	15.4			00,825	.0311	1,430	6,027		1									
Tuscaloosa		59.7	.0347	14.3	22.5		86,818	.0291	1,454	6,071	3,853	31.8	10.5	18.9	13.5	35.0	41.0	9.8	17.3	4.5	17.7
Walker		57.3	.0333	14.7	15.8	13.0	84,841	.0184	957	3,731	3,520	38.8	16.5	28.6	26.2	26.6	40.2	4.5	10.4	1.5	8.7
Jasper		9.8	.0057	2.9	8.2		13,491	.0045	1,377	4,652	4,154	31.3	11.0	26.3	20.0	31.4	39.0	7.2	13.5	3.8	16.5
Washington		18.0		3.4	3.7		11,128	.0037	742	3,273	2,944	53.5	27.2	25.2	27.8	17.5	31.7	2.5	6.9	1.3	6.4
Wilcox		21.5	.0120	4.8	5.3		14,210	.0048	661	2,960	2,664	59.9	34.0	23.6	29.2	13.9	27.9	2.0	6.0	.6	2.9
Winsten		14.6	.0085	3.6	4.0	2.7	13,543	.0045	926	3,782	3,342	46.8	20.6	25.9	25.0	20.4	32.0	4.5	10.6	2.4	11.8
Total Above Cities.		1,258.6	.7317	362.3	424.4		1,987,921	.6497	1,540	5,349	4,566	25.2	7.8	22.6	15.3	36.8	40.5	10.5	17.4	4.9	19.0
State Total		3,174.1	1.8454	827.8	927.7	1,500.8	3,748,700	1.2568	1,181	4,528	4,041	34.3	12.4	24.1	19.0	30.6	39.2	7.6	14.6	3.4	14.8

C SM, 1958.

Before using these figures read foreword, page 13.

HOTTEST SPOT - SOUTH - - - "BY JUPITER"

HUNTSVILLE, ALABAMA

Home Of REDSTONE ARSENAL

ROCKET CITY-U. S. A.

ASK THE Kelly-Smith Company ABOUT -

The Huntsville Times

One Of Many GOOD Newspapers Serving The Great Tennessee Valley

		SH	PE	OPULA	TES, 1	/1/88	SH	E. B. I	ATES,	1957			0	M	POPUL	ATION ATES, 1	1/58	SM	E. B. I. ESTIMA	ATES,	1957
METRO. AREAS	Total (thou- sands)		% ef	House- held (thou- sands)	Con- sumer Spend ing Units (thaus.	(thou sands	- Net Dolla		Per Cap- ita	Per H'se- hold		TRO.	Total (thou- sands)	% of U.S.A.	House hold (thou sands	Spend- ing	Urban Pop. (thou- sands)	Net Dollars (\$000)	% of U.S.A.	Per Cap- ita	Per H'se- hold
△Anniston	92.2		9536 3660	24.1 178.1	26.1 205.1	1			1,251 1,624	4,784 5,740	△Hunta Mobile.	n	104.0 87.8 276.4 163.0	.0805 .0510 .1807 .0947	28. 22. 76. 45.	5 28.2 5 86.4	69.8 243.3	394,726	.0313	1,065 1,428	4,150 5,160
Muscle Sheals.,	104.1	. 1	0610	27.5	30.0	6 64	.2 128,	385 .0431	1,224	4,669	Total At	ove Areas	1,457.7	.8478	402.	6 459.0	1,129.1	2,141,572	.7179	1,469	5,310
	1	1				DET	AIL S	ALES-	SA	DE	ATIMA	TES. 1	957					ymbols mar			
COUNTIES CITIES (continued)	tro pol ta	1-	Tot Ret Sai (\$00	tail les	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	Ind of Si Produ	ex ties	Food (\$000)	Eating & Drink. Places (3000)	General Mdse. (\$000)	Appr (\$0		Furn,- House- Appl. (3000)	Aute- motive (\$000)	-	Lumber- Bldg. Hdwre. (\$000)	0	rugs (800)
Autauga Baldwin Barbour			31	8,281 5,693 5,472	.0031 .0178 .0077	1,532 2,990 2,380	.0062 .0185 .0089	53 71 59		32 38 31	1,916 9,867 4,059	141 2,098 492	77/ 2,09 1,75	3	99 803 ,019	476 1,241 600	978 6,373 3,061	1,229 5,119 1,582	3,87 1,01	7	232 1,151 538
Bibb Blount Bullock			10	9,840 8,044 8,183	.0060 .0000 .0031	2,589 2,431 1,767	.0055 .0091 .0045	61 60 52		58 53 56	2,635 3,545 1,942	283 633 142	1,55 2,51 66		72 443 347	252 444 439	1,993 3,655 1,000	2,114	36 1,18 21	9	123 297 204
Butler	174		7 6	6,888 6,981 1,491 5,753	.0084 .0384 .0307 .0079	2,626 3,103 1,624	.0093 .0418 .0220 .0140	80 77 108 85	1	85 72 10 87	4,987 20,204 14,411 6,510	236 4,551 3,776 238	2,00 8,90 7,87 1,43	7 4	717 ,951 ,182 411	1,019 8,308 4,259 464	4,459 18,715 16,841 2,217		1,22 3,24 3,61 81	3	456 1,831 1,031 507
Chershae Chilton Choctaw			1	6,348 6,107 6,457	.0031 .0081 .0032	1,718 2,517 1,575	.0048 .0089 .0082	55 62 51	1	16 56 11	1,077 4,751 823	102 333 123	1,10 1,71 1,93	0	146 290 146	219 745 33	1,458 4,318 906		1,06 1,23	3	91 372 40
Clarke				3,074 6,852 5,780	.0115 .0035 .0629	3,783 2,284 2,141	.0098 .0041 .6036	70 80 87	- 1	12 10 16	4,837 2,047 1,103	532 64 111	3,10 80 1,78	0	900 75 17	738 207 210	7,639 2,035 2,026	1,373 639 253	2,39 46	8	661 196 106
Coffee Colbert ASheffield See Florence- Sheffield-	201		1 3	4,987 8,745 2,221	.0124 .0194 .0111	3,420 3,312	.0112 .0209 .0098	87 77 100	7	74 72 16	6,354 10,982 5,746	638 2,272 1,349	2,19 1,83 91	1	,277 ,588 716	783 1,915 990	7,463 10,333 5,850	3,064	2,71 3,38 2,63	8	834 1,067 526
Tuscumbia- Muscle Shoals Conecuh			1	8,587	.0043	1,997	.0058	83	3	19	2,438	292	1,02		882	233	944	998	1,06	3	233
Consa			2	2,881	.0014	1,144	.0031	51	- 1	13	1,077	52	49		64	100	113	411	23	0	178

SM Standard (A) and Potential (A) Metropolitan County Areas.

○ SM, 1958.

Before using these figures read foreword, page 13.

Mark this market

on your list!

ALABAMA

WSFA-TV

MONTGOMERY
Channel 12 NBC/ABC



WSFA-TV's 35 Alabama counties*

Population	1,109,600
	770,551,000
Food Store Sales	200,215,000
Drug Store Sales	22,215,000
Automotive Sales	173,331,000
Gasoline Service Station Sales.	68,402,000
Effective Buying Income \$1	.146,641,00

CENTRAL and SOUTHERN ALABAMA

once again commands attention as one of the South's leading markets. Latest Sales Management figures show Central and Southern Alabama is the home of over 1 million people—one-third of Alabama's population and retail sales!

Note the impressive automotive and gasoline servicestation sales—rich market for every progressive automotive or petroleum products advertiser.

Mark Central and Southern Alabama on your list . . . and buy it with WSFA-TV!

*Market area defined by Television Magazine, plus 6 counties consistently proving regular reception. Does not include 3 Georgia and 3 Florida bonus counties.

Data from Sales Management Survey of Buying Power, May, 1958

6.3

THE WKY TELEVISION SYSTEM, INC. • WKY-TV AND WKY OKLAHOMA CITY • WTVT TAMPA - ST. PETERSBURG

Represented by the Katz Agency

DYNAMIC NEW SELLING POWER IN A GREAT, GROWING MARKET

MOBILE

BLACK and 1 or 2 or 3 COLORS

BLACK and WHITE

OLOR JOMICS

Advertisers now have the advantage of our new four-color presses to dramatize their sending messages in the fast growing Mobile market by using partial color-red, blue, yellow-in their advertisements. Scheduling color with black and white advertisements is both practical and reasonable, and with potentially exceptional results.

The new Press Register Sunday Magazine Supplement-A big plusreaches eight times more families in the Mobile trading area than all other supplements combined.

The Mobile Press Register

Morning - Evening - Sunday
THE JOHN BUDD COMPANY REPRESENTATIVES

ALABAMA	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 11	957					k original, MANAGEN	
COUNTIES	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	lisdex of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$006)	Drugs (\$000)
Covington		28,205	.0141	3,066	.0149	68	84	7,743	775	1,879	1,459	1,807	6,860	2,203	2,117	1,280
Andalusia		14,576	.0073		.0056	95	124	3,688	457	904	933	1,104	3,788	913	1,069	714
Crenshaw	ı	7,301	.0036	1,698	.0055	54	36	1,835	156	1,110	396	142	1,508	933	500	76
Cullman		39,142	.0196	3,591	.0177	66	73	5,992	971	5,107	1,701	2,562	8,853	3,124	1,962	902
Cullman		32,913	.0164		.0077	154	328	4,353	902	2,462	1,656	2,452	8,505	2,209	1,962	806
Dale		12,537	.0063	2,411	.0071	60	53	4,996	238	1,387	312	465	2,276	1,428	553	474
Dallas		41,480	.0207	2,861	.0232	69	61	10,721	1,641	4,882	3,063	3,108	8,445	3,304	941	1,503
Selma		35,357	.0177		.0146	91	111	8,841	1,408	3,837	3,046	3,107	8,089	1,983	371	1,503
De Kalb		24,017	.0120	2,183	.0143	58	48	5,402	452	3,733	1,102	1,092	3,499	2,873	2,528	734
Elmore		14,749	.0073	1,993	.0107	61	42	4,001	430	2,148	519	756	2,960	1,400	1,118	304
Escambia		25,729	.0129	3,477	.0122	69	73	5,599	1,065	2,169	1,140	1,747	7,433	1,968	2,186	815
Etowah	54	92,918	.0464	3,295	.0493	81	77	26,388	3,095	11,025	5,854	5,824	19,787	8,257	6,037	2,718
▲Gadsden		73,957	.0369		.0360	91	93	19,451	2,531	10,268	5,662	5,119	17,380	4,680	3,677	3,080
Fayette		8,564	.0043	2,089	.0055	57	45	1,952	186	1,765	144	236	2,255	673	894	204
Franklin		15,852	.0079	2,642	.0087	64	66	3,471	152	1,681	716	977	4,601	1,003	1,539	448
Geneva		20,800	.0104	3,527	.0090	69	79	6,883	224	2,622	594	631	4,685	1,553	1,190	528
Greers		6,81	.0034	2,004	.0044	54	41	1,122	591	1,050	106	29	1,739	558	810	138
Hale		6,38	4 .0032	1,383	.0054	49	29	1,424	215	1,042	275	113	1,139	748	415	128
Henry		12,54	2 .0063	3,390	.0080	64	87	3,188	150	2,248	679	448	1,388	1,253	1,790	314
Hauston		54,50	0 .0272	4.007	.0232	79	92	12,198	1,704	6,577	3,906	2,375	13,893	3,565	4,717	1,400
Dothan		47,55	1 .0238	3	.0171	99	138	9,268	1,431	6,091	3,788	2,118	13,054	3,017	4,214	1,082
Jackson		17,47	.0087	2,032	.0115	56	42	4,588	363	3,144	841	1,171	3,351	1,094	1,703	540
Jefferson	17	634,56	.3170	3,563	.3397	93	87	158,437	33,593	94,114	44,649	31,296	147,258	40,338	23,028	17,670
▲Birmingham		501,03	.2503	3	.2193	103	118	109,033	3 25,951	78,139	39,185	26,125	129,471	26,089	18,644	13,08
Bessemer		50,88	.025	4	.0186	99	135	16,85	1 1,652	5,817	2,090	1,977	13,720	3,450	1,065	1,23
Fairfield		13,73	.0069	9	.0070	86	85	5,13	7 824	4 2,213	2 288	1,113	25	1,140		46
Homewood		10,84	.005		.0107	96	48	4,62	2 898	5 53			743	1,176		
Lamar		7,93	.004			58	49	1,65	4 121	8 1,46	7 231					
Lauderdale	200	50,29	.025	3,183	.0262	77	74	11,51	0 1,02	1 8,99	2 3,56	2,631	12,67	2,683	3,195	1,53
Sheffiela-																
Tuscumbia-						1	1									0.10
Muscle Shoals △Florence		81,45 45,65		- 1	.0350	102	115	18,61								
	1							1 30								
Lawrence	4	8,94				51	31	2,53			2		1			
Leo		31,88	-			74	58	9,57								1
Opelika		19,93			.0080	92	115	4,95		- 6.00						
Auburn		9,04			.0079	87	49	3,26							-	
Limestone		23,29				63	59	6,34								
Athens		19,78	.009	9	.0057	119	206	4,50	0 44	5 1,04	1,31	1 507	5,02	2 1,63	8 2,714	47
Lowndes		5,44				50	30	64							-	
Macon	1	10.08	.005	0 1,570	.0095	58	29	3,47	1 9	3 1,14	6 59	3 453	3 2,17	3 96	5 75	5 21

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

To Cover Alabama ... You Must Cover Alabama's Capital Part

The Hub Of Which Is

MONTGOMERY

Alabama's Capital City

MONTGOMERY

Population	
Retail Sales	\$174,103,000
Per Family	Income \$5,596
Food Sales	\$34,180,000
Drug Sales	\$4,963,000
Automotive	Sales \$41,986,000
Auto Regist	

METROPOLITAN AREA

Population1	63,100
Retail Sales\$178,7	
Retail Sales	
Per Family	\$3,910
	93,000
Drug Sales \$5,0	11,000
Appliance Sales\$13,7	50,000

(Source: Sales Management, 1958)

Circulation

87,105 Daily

80,520 Sunday

Publisher's Statement 6 Months Ending March 31, 1957
THE ONLY EFFECTIVE COVERAGE OF THE
CENTRAL AND SOUTHEAST PLANAMA MARKET

The Montgomery Advertiser

An Ideal Test City

Morning Evening Sunday



National Representatives - Kelly-Smith Co.

ALABAMA	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957					rk original, MANAGEI	
COUNTIES po CITIES to (continued) Ar	tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdss. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg. Hdwre. (\$000)	Drugs (\$000)
Madison	216	85,166	.0426	3,785	.0387	76	84	21,477	3,743	12.233	3,487	5,187	17,300	5.830	7,108	2,432
△Huntsville		76,712	.0383		.0307	96	120	18,694	3,339	9,733	3,487	5,187	17,102	5,161	5,576	2,185
Marenge		16,155	.0080	2,376	.0092	59	51	4,272	577	2,531	531	712	3,172	1,312	1,193	419
Marion		14,016	.0070	2,376	.0079	57	81	3,017	413	1,796	562	495	3.751	2,016	947	387
Marshall		46,059	.0230	3,807	.0191	72	87	9,191	1,235	3,891	2,591	3,353	12,738	2,945	2,986	1,290
Albertville		16,125	.0081		.0047	112	193	3,118	382	808	1,038	1,323	3,613	951	1,105	473
Mebile	93	296,382	.1481	3,874	.1427	89	92	77,601	16,794	36,087	20,449	16,921	61,706	20,480	14,842	13,381
Mobile-Prichard		874,845	.1370		.1177	99	115	67,477	15,346	34,489	20,306	16,634	69,349	16,598	13,684	18,633
▲ Mobile		240,887	.1203		.1034	101	117	56,366	14,440	30,805	18,526	14,678	52,695	14,285	11,728	11,292
Prichard		33,358	.0167		.0143	88	103	11,111	906	3,684	1,780	1,956	6,654	2,313	1,896	1,341
Menroe		13,984	.0070	2,590	.0079	60	53	3,668	402	3,341	239	888	3,349	730	923	240
Montgomery	94	178,703	.0893	3,910	.0874	92	94	35,693	9,904	24,248	13,775	10,094	42,327	13,484	8,419	5,011
▲ Montgomery		174,103	.0870		.0770	103	116	34,180	9,068	23,719	13,750	10,004	41,986	12,441	8,231	4,963
Morgan		48,856	.0234	3,124	.0235	74	74	12,261	1,653	4,408	2,611	3,150	11,555	4,748	2,534	1,310
Decatur		34,557	.0173		.0135	101	129	8,736	1,417	2,859	2,352	2,918	9,822	1,504	1,974	988
Perry		8,853	.0044	2,159	.0057	55	42	2,189	527	1,045	430	335	1,821	809	759	23
Pickens		12,011	.0080	2,385	.0071	56	47	2,938	320	1,039	325	782	2,675	1,492	1,476	503
Pika		17,069	.0088	2,371	.0102	63	53	4,104	839	1,960	508	611	3,685	1,931	1,014	61
Randolph		10,501	.0053	2,143	.0087	58	46	2,513	*361	1,871	349	379	2,639	1,041	711	28
Russell		17,518	.0087	1,503	.0151	59	34	6,783		1,026	201	555	1,700	2,111	839	47
Phenix City		13,576	.0068		.0108	64	40	5,677	1,613	239	258	398	1,527	1,790	374	37
Saint Clair		14,130	.0071	2,243	.0093	63	48	4,578	485	1,268	519	672	2,772	1,374	1,064	38
Shelby		16,935	.0084	2,199	.0113	63	47	5,344	607	1,751	314	1,206	2,720	2,098	1,591	38
Sumter		7,989	.0040	1,566	.0068	54	32	1,683	166	1,760	116	279	1,074	1,467	741	20
Tailadega		44,453	.0222	2,584	.0276	67	54	13,022	1,348	3,232	2,874	2,608	10,502	4,438	3,397	1,28
Sylacauga		18,936			.0082	98	112	.5,061	643	1,248	1,330	1,327	5,045	894	1,799	
Talladega		17,950			.0084	80	86	4,920				977	5,309	1,672	1,272	40
Tallapoosa		26,810			.0144	73	. 68	7,97	383	3,216	1,131	2,041	6,683	2,490	845	91
Alexander City		18,448	.0002		.0074	100	124	5,813	106	1.804	893	1,574	5,716	820	297	8

SM Standard (A) and Potential (A) Metropolitan County Areas.

C SM, 1958.

Before using these figures read foreword, page 13.

ALABAMA	Mo-			RE	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s	ymbols ma by SALES	rk original, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Rotail Sales (\$000)	% of U.S.A.	Per Histd. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg. Hdwre. (\$000)	Drugs (\$000)
Tuscaloesa		71,278	.0338	2,874	.0437	72	59	18,258	3,439	7,712	6,001	4,310	13,174	8,167	3,085	2,61
Northport		64,838	.0384		.0383	87	86	15,366	8.675	6.158	6.091	4,310	13,174	7,117	8.085	2.58
Tuscaloosa		59,818	.0200		.0305	88	86	13,442	2,510	5,224	5,941	4,059	12,525	6,323	3,085	2,44
Walker		33,983	.0170	2,312	.0209	63	51	10,277	850	4,922	1,388	2,518	8,843	3,163	2,139	993
Jasper		21,834	.0109		.0067	118	191	5,018	365	2,197	1,270	1,685	6,142	2,104	1,731	529
Washington		6,195	.0031	1,822	.0045	52	38	1,761	158	1,020		108	1,778	530	110	100
Wilcox		5,653	.0028	1,178	.0058	46	22	1,240	95	1,958	102	19	1,128	435	438	67
Winston		9,037	.0046	2,510	.0054	84	84	1,749	168	1,364	467	703	1,903	764	819	323
Total Above Cities		1,685,260	.8421		.7238	99	115	395,334	79,302	213,525	120,553	99,509	409,060	106,754	84,687	52,568
State Total		2,539,978	1.2689	3,068	1.3782	75	69	644,486	109,751	328,177	148,075	133,961	569,603	204,736	147,534	76,887
METRO, AREAS				RET	AIL S	ALES-	SM E	STIMA	TES, 1	957						
△Anniston	174	76,951	.0384	3,193	.0415	77	72	20,204	4,551	8,900	4,951	5,308	18,715	6,386	3,240	1,638
Birmingham △Florence- Sheffield- Tuacumbia-	17	634,563	.3170	3,563	.3397	93	87	188,437	33,503	94,114	44,649	31,296	147,258	40,338	23,028	17,670
Muscle Sheals	209	89.043	.0445	3,238	.0471	77	73	22,492	3,293	10.825	5,119	4,546	23.006	5.747	6,551	2,604
Gadoden	54	92,918	.0484	3,295	.0493	81	77	26,386	3.095	11.025	5.854	5,824	19.787	8,257	6.037	2,718
△Huntsville	216	85,166	.0426	3,785	.0387	76	84	21,477	3,743	12,233	3,487	5.187	17,300	5.830	7,108	2,432
Mobile	93	296,382	.1481	3,874	.1427	89	82	77,601	16,794	36,087	20,449	16,921	61,706	20,480	14.642	13.361
Viontgemery	94	178,703	.0893	3,910	.0874	92	94	35,693	9,904	24,248	13,775	10,094	42,327	13,484	8,419	5,011
Total Above Areas		1.453.706	.7263	3.611	.7464	88	86	362,290	74.973	197.432	98.284	79,176	330,099	100.522	69.025	45,437

ALASKA

		0	M P	PULAT	ION ES, 1/1/	58		FECTIVI YING IN		- 6	ES ES	TIMAT	TES, 1	167							
COUNTIES	Me- tro-			House-	Con- sumer	Urban					incoma			lne	ome B	reakdo	wn of H	louseho	lds		
CITIES tan Area		Total (thou- nands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous,)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Haids.	2,499 % . Inc.	\$2,500 % Haids.	-3,999 % Inc.	\$4,000 Halds.	76,999 1nc.	\$7,000 % Halds.	%	\$10,000 % Hslds.	%
1st Judicial Division.		34.9	.0203	10.0	14.7	15.5	75,196	.0252	2,155	7,520	5,007	32.6	9.9	14.2	9.4	30.1	32.7	15.0	24.6	8.1	23.4
Juneau		8.0	.0047	2.7	3.4		20,875	.0070	2,600	7,731	6,091	19.1	4.7	12.3	6.6	33.8	29.2	20.9	27.4	13.9	32.1
Ketchikan		7.5	.0044	2.7	3.0		18,245	.0061	2,433	6,757	5,908	19.9	5.1	14.7	8.3	34.1	31.1	19.8	27.4	11.5	28.0
2nd Judicial Division.		13.8	.0080	3.0	3.6		12,704	.0043	921	4,235	3,495	56.9	27.9	19.5	20.8	16.0	28.1	5.7	14.9	1.9	8.3
3rd Judicial Division.		110.8	.0644	28.2	60.1	35.1	350,860	.1178	3,167	13,392	5,829	9.9	2.3	16.9	8.7	40.9	34.4	20.8	28.5	11.6	28.1
Anchorage		29.0	.0169	8.7	13.0		97,750	.0328	3,371	11,236	7,482	2.9	.5	8.1	3.2	34.1	21.8	31.4	30.5	23.5	44.0
4th Judicial Division.		51.2	.0298	5.5	26.5	11.1	130,774	.0438	2,554	23,777	4,917	13.4	3.0	10.4	5.0	37.7	29.8	20.9	24.9	17.6	37.3
Fairbanks		11.1	.0065	4.0	8.0		34,277	.0115	3,088	8,560	6,838	10.8	2.3	12.6	5.8	32.7	24.9	25.0	28.6	18.9	38.4
Total Above Cities		55.6	.0325	18.1	24.5		171,147	.0574	3,078	9,456	6,959	9.6	2.0	10.7	4.8	33.8	24.5	26.7	20.3	19.2	39.4
Territory Total		210.7	.1225	44.7	105.1	61.7	569,534	.1909	2,703	12,741	5,415	18.6	4.8	15.7	8.7	36.4	33.2	18.5	25.5	10.8	27.8

	Me-			RET	TAIL S	ALES-	JA E	STIMA	TES, 1	987						
COUNTIES CITIES	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Feed (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$900)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (\$000)
1st Judicial Division.		45,389	.0227	4,539	.0235	111	112	17,246	6,313	6,451	2,616	2,410	3,368	337	1,206	1,990
Juneau		15,529	.0078		.0068	145	166	5,624	1,476	1,523	1,493	1,129	1,727	***	545	646
Ketchikan		16,307	.0081		.0064	145	184	5,822	2,160	1,621	1,077	1,302	1,457	168	485	822
2nd Judicial Division.		8,330	.0032	2,110	.0047	59	40	339	834	2,712	183	***	1,509		177	82
3rd Judicial Division.		120,001	.0599	4,580	.0097	139	93	24,993	16,010	14,222	7,894	5,824	18,629	12,228	5,212	4,931
Anchorage		82,728	.0413		.0322	191	244	15,463	8,781	8,588	7,512	6,022	13,719	6,366	4,376	3,590
4th Judicial Division.		51,601	.0258	9,382	.0386	119	87	11,783	6,640	6,914	3,671	2,109	9,060	1,985	2,792	2,738
Fairbanks		30,075	.0198		.0129	198	300	8,011	4, 183	4, 450	3, 172	2,018	8,669	1,124	1,893	2,545
Total Above Cities.		183,634	.0767		.0383	170	236	34,920	16,609	16, 182	14, 254	10,471	25,572	7,658	7,299	7,603
Territory Totals		223,319	.1116	4,996	.1535	125	91	54,361	29,797	30,299	14,364	10.343	32,566	14,550	9,387	9,739

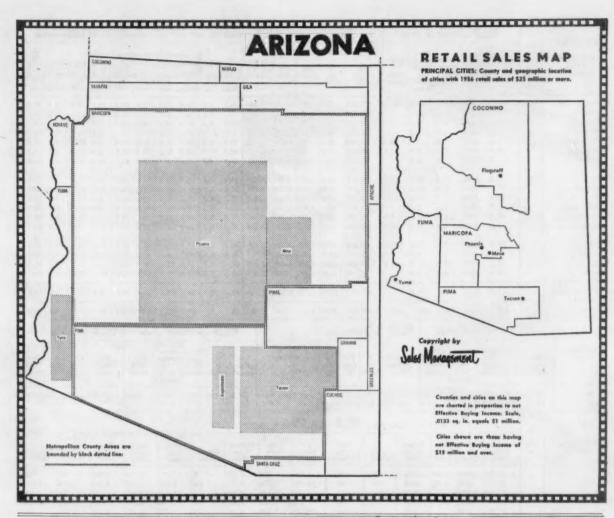
ARIZONA — (Other Mountain States: Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming.)

		18.)			NU	MBE	R OF	ou	TLET	rs					us.)			NU	MBE	R OF	our	TLET	S		
City	County	Pep. (thou	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	LBH	Druge	City	County	Pop. (thou	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparei	F-H-A	Auto.	Gas Sra.	L-8-H	Drugs
Casa Grande.		7.6	149	25	26 20	13	9	10	10	21	6	1 5	Flagstaff Glendale	Coconino	10.2	150 146	19	37	10	8 7	9	10	25	6	3

Alaska retail sales do not include Post Exchange sales estimated at \$40 million, as well as a significant amount of mail order sales.

Before using these figures rend foreword, page 13.

© SM, 1958.



ARIZONA		3		NUM	BER OF	OUTLE	TS						(°8")			NUN	ABER	OF OU	TLET	S	
(continued) City Cou	nty	Pep. (thous.)	Outlets Feed	Eat. & Orink.	Mdse.	F-H-A Auto.	Gas Sta. L-B-H	Drugs		City	C	ounty	Pop. (thous.)	Total	Food	Eat. & Drink.	Mdse.	Apparel F-H-A	Auto.	Gas Sta.p	Drugs
MesaMarico NogalesSanta (PhoenixMarica PrescottYavapa	ruz	27.2 7.9 173.0 8.3	251 21 92 11 399 37 158 21	7 16	15 24 7 16 208 163 4 17	14 1 8 180 16 10 1		9 2 91 11	W	inslow,	Plms		7.		18		77 10 18	101 86 7 16 18 22	7	139 11 24	66 6
			SM P	OPULAT STIMAT	ION ES, 1/1/	58	El Bi	FFECTIV	E NCOME	- 0	ES ES	TIMAT	ES, 195	7	The	"SM"	sym	bels mi	rk or S MAP	iginal,	exciu-
COUNTIES	Me- tre- poli-			House-		Urban					Income	,		Ino	eme Br	reakdov	wn of	Househo	olds		
CITIES	Area	Total (thou- sands)	of U.S.A.	heids (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hisid.	Per C. S. U.	\$0-2, % Haids.	%	\$2,500- % Halds.	3,900 % Inc.	\$4,000 % Haida	%	\$7,000 Halds	%		00&ove
Apache		32.0		6.0		21.3	22,880					52.7			20.7	19.8	32.1	4.1	10.1	2.	
Cachise														***	10.0	90.0	40.0			1	
Cochise							18, 181	.0061				27.6	8.9	20.4	14.3	38.2	43.8	9.7	16.7	4.	16.3
Douglas		12.1	.0071	3.6	3.9	10.2	18,181		1,503	5,050	4,622	27.6 32.1	8.9		14.3	38.2	43.8		16.7	4.	
Douglas		12.	.0071	3.6 8.4	3.9 9.5	10.2		.0137	1,503 1,183	5,050 4,860	4,622 4,280		0.0						16.6	3.	7 15.3
Douglas Coconino Flagstaff		12.1 34.1 10.5	.0071 .0201 .0059	3.6 8.4 2.9	3.9 9.5 3.3	13.1	40,824 15,712 43,331	.0137	1,503 1,183 1,540 1,489	5,050 4,860 5,418 5,350	4,622 4,280 4,633 5,103	32.1	11.0	21.8	16.3	33.4	40.8	9.0	16.6	3.	7 15.3 7 18.1
Douglas		12.1 34.1 10.5	.0071 .0201 .0059 .0169 .0076	3.6 8.4 2.9	3.9 9.5 3.3 8.4 3.6		40,824 15,712 43,331 18,434	.0137 .0053 .0145	1,503 1,183 1,540	5,050 4,860 5,418 5,350	4,622 4,280 4,633 5,103	32.1 25.9	11.0 8.1	21.8 20.7	16.3 14.1	33.4 38.1	40.8	9.0 10.6	16.6	4.	7 15.3 7 18.1 1 14.8

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

						58		BUYING I	NCOME-	- 0	M E	STIMAT	TES, 18	57	sive	"SM" sy estimates	by SALES	MANA	GEMI	ENT.
COUNTIES	tan Total % holds Spend (thou- of (thou- ing sands) U.S.A. sands) Units	sumer	Urban	Mark	~			Income			Inc	come Br	eakdown e	f Househo	ilds					
(continued)	NTIES poli- TIES tan Total (thou- eards) U.S.J		(thou-		Pop. (thou- sands)	Dolla (900	rs of	Per Capita	Per Haid.	C. S. U.	. \$0-2 % Helds.	7,490 % Inc.	\$2,500 Halda	0-3,999 % Inc.	\$4,000-6,9 Helds In	6 %	9%	\$10,000 % Haida.	0&over % . Inc.	
laricopa		548.0	.3186	159.0	178.0	393.6	872	.294 .2924	1,892	5,486	4,900	26.2	7.8	20.6	13.4	36.6 38	.9 10.7	17.3		22.6
▲Phoenix			.1006	57.4	64.2			,935 .1089		5,661	5,056		7.3	19.9	12.6	36.8 37		17.7	6.6	
Mesa		37.2	.0158	7.7	7.7			,219 .0125		4,834	4,811		9.3	22.7	15.9	34.5 39		15.7	3.5	
Tohave		12.6	.0073	3.6	3.6	3.2		,856 .0053 ,563 .0042		4,404 5,438	4,378		8.7	23.8		31.6 39 42.2 45	- 1	20.3	4.0	
lavajo		34.4	.0200	7.9	8.1	8.5		180 .0115		4,324	4,175		14.7	20.5		28.9 35		16.9	3.8	
Winslow	-	7.4	.0043	2.2	2.3			449 .0045		6,113	6,000		4.7	17.4	9.6	39.5 35		23.2	8.0	
ima	. 153	239.5	.1393	68.7	84.0	166.6	400	,478 ,1342		5,829	4,765	24.7	7.3	18.7	12.0	30.0 40	.0 11.0	18.8	5.7	
▲Tucson		99.1	.0576	30.9	40.3			,216 .0648		6,253	4,788		6.9	17.4	10.6	39.2 39		19.3	8.6	
inal		62.8	.6385	16.7	17.3			,016 .0204		6,007	4,536		9.7	21.8	15.4	35.8 41		14.7	4.6	
Casa Grande		7.6		2.2	2.4			,940 .0040		5,427	4,895		7.3	20.3	13.1	40.0 43		16.9	5.2 8.4	
Anta Cruz Nogales		7.9	.0046	1.9	3.2 2.3			,498 .0052 ,596 .0036		5,343	4,740		9.8	21.1	14.2	31.7 34 32.9 35		17.0	6.4	
avapai,		24.0	.0139	7.1	8.3	11.3	39	,343 .0132	1,630	5,541	4,700	25.1	7.7	17.7	11.7	41.2 44	.8 11.3	18.5	4.7	17.8
Prescott		8.3		3.2	3.3	1	835	772 .0052		4,929	4,753		8.8	20.7	14.5	37.0 42		18.2	4.2	
'uma		47.2	.0275	13.2	14.8	23.6		,639 .0247		5,579	4,970		7.2	19.0	12.2	39.4 41	.2 11.5	18.2	5.7	
Yuma		18.9	.0110	5.8	5.8		30	,190 .0102	1,507	5,205	5,204	25.2	7.5	19.9	12.9	38.0 40	.2 11.2	17.9	5.7	21.8
Total Above Cities.,		384.3	.2235	121.4	138.9		687	,066 .2304	1,788	5,660	4,946	25.5	7.5	19.6	12.6	37.3 38	.9 11.4	18.0	6.2	23.0
tate Total		1,145.2	.6659	320.1	384.1	696,2	1,745	,825 .5854	1,524	5,454	4,795	28.7	8.1	20.0	13.1	37.1 40	.2 10.7	17.6	8.5	21.0
	J	M POP EST	MATES,	N 1/1/58		SM	E. B. I ESTIM	ATES, 1957				Sh		PULA	TION TES, 1/	1/88	SH	E. B. ESTIN	I. MATES	3, 1957
	Total (thou- sands)	% he	tine- old Spe lou- ols) Un	nor Ur and- P		Net Dollars (\$000)	% of U.S.A.	Per Cap- ita Per		NETRO.	1	Fotal thou- ands)	% (touse- held thou- ands)	Con- sumer Spend- ing Units	Urban Pep. (thou- eands)	Net Dollars (\$000)	% of U.S.A	Per Cap-	- H'se
hoenix	548.0 239.5			8.0 3	193.6	872,294 400,478		1,592 5,486 1,872 5,828		Above A	Areas	787.8	4579	227.7	(thous.)	-	1,272,77	0 .428	8 1,61	6 5,59
1000011	1	11000	50.7 6	rasul I	100.01	400,476			-	_					-	1			-	1
								- W												
	Me- tro-	Total		R I	TAIL	SAL	ES-	CAD E	BTIMA	Eatin	ng &	7		F	urn			Lumbe	er-	
COUNTIES	Me- tro- poli- tan Area	Salee	S of U.S.A	Per Held Retai	Buy Pov	ing Q	ES-	Index of Sales Production	Food (\$000)	Eatin Drin Plac (\$00	nk. G	7 ioneral Mdss. (\$900)	Appare (\$000	H H	urn louse- Appl. \$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumbe Bldg Hdwr (\$000	j. 10. I	Drugs (\$000)
CITIES Apacho	tro- poli- tan Area	Retail Salee (\$000)	U.S.A	Per Held Retai Sales	Buy It Pow Ind	ing ver or in	uality ndex 80	Index of Sales Production	Feed (\$000)	Eatin Drir Plac (\$00	nk. G ces (ioneral Mdes. (\$900)	(\$000	16 H	louse- Appl. \$000)	motive (\$000) 2,771	\$tations (\$000) 2,001	Hdwr (\$000	j. re. (325	(\$000)
CITIES	tro- poli- tan Area	Retail Salee (\$000) 12,3 53,2	U.S.A 74 .000	Per Held Retai Sales 13 2,01	Buy Pov Ind 82 .00	ing ver li	sality ndex 80 93	Index of Sales Production 33	Feed (\$000) 1,910 12,410	Eatin Drin Plac (\$00	ng & G nk. ces 00) (ioneral Mdec. (\$900) 3,981 9,357	1,1	16 114	Appl. \$000)	metive (\$000) 2,771 7,780	\$ (\$000) 2,001 8,342	Bldg Hdwr (\$000	7. re. (10) 325 834	(\$000) 11 2,2
CITIES Apache	tro- poli- tan Area	Retail Sales (8000) 12,3 53,2 17,9	U.S.A 74 .006 44 .026 29 .006	Puc Hald Rotal Sales 17 2,00 3,80	Buy Pow Ind 82 .00	ing ver 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	se sa	Index of Sales Production 33 98 127	Food (\$000) 1,910 12,410 4,830	Eatin Drin Plac (\$00	ng & G nk. ces (100) (0 702 1,778	3,881 9,387 3,930	1,1	16 114 188	2,407 1,190	motive (3000) 2,771 7,780 3,643	\$tations (\$000) 2,081 8,342 762	Bldg Hdwr (\$000	753	(\$000) 11 2,23
CITIES Apache	tro- poli- tan Area	Retail Sales (\$000)	U.S.A .006 .44 .026 .29 .006 .19 .025	Per Held Retai Sales 3, 36 3, 36 30 51 5, 37	Buy Pov Ind 82 .00 96 .02 .00	ing ver oit in	sality ndex 80 93	Index of Sales Production 33	Feed (\$000) 1,910 12,410	Eatin Orin Plac (\$00	ng & G nk. ces 00) (ioneral Mdec. (\$900) 3,981 9,357	1,1	16 114	Appl. \$000)	metive (\$000) 2,771 7,780	\$ (\$000) 2,001 8,342	Bldg Hdwr (\$000	7. re. (10) 325 834	(\$000) 1: 2,2 8 1,1:
Apache	tro- poli- tan Area	Retail Sales (8000) 12,3 53,2 17,9 50,2 31,8	U.S.A .006 .044 .026 .029 .006 .019 .025 .016	Por Held Rotal Sales 3, 8 36 3, 8 50 51 5, 9	Buy Pow Ind	ing ver 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	80 93 101 92	Index of Sales Production 33 98 127 125 268	Food (\$000) 1,910 12,410 4,830 7,170 5,030	Eatin Orie Plac (\$00	nk. ces 00) (702 1,779 688 3,815 2,415	3,981 9,387 3,930 8,407 4,568	1,1	16 16 174 1788 1331 1006	2,407 1,190 1,470	7,780 3,643 9,882 7,785	\$tations (\$000) 2,081 8,342 762 10,030 5,782	Bldg Hdwr (\$000 3, 1, 1,	325 834 753 652 341	(\$000) 11 2,27 81 1,13 60
CITIES Apacho	tro- poli- tan Area	Retail Sales (\$000) 12,3 53,2 17,9 50,2 31,8	U.S.A .006 .026 .029 .006 .018 .018	Per Held Retain Sales Sa	Buy Power Ind 82 .90 80 .02 .00 .01 .01	ing ver Que list less less less less less less less le	80 93 101 92 146	Index of Sales Production 33 98 127 125 208	Food (\$000) 1,916 12,416 4,836 7,176 5,036	Eatin Driv Plac (\$00 3 3 5 5 6 2	ng & Grices (1) (1) (2) (2) (3) (4) (5) (4) (5) (5) (6) (6) (6) (6) (6) (6) (6) (6) (6) (6	3,981 9,367 3,939 8,407 4,506	1,1	16 114 788 131 106	2,407 1,190 1,706 1,470	7,780 3,643 9,882 7,785 9,816	\$tations (\$000) 2,081 8,342 762 10,030 5,782 3,636	Bldg Hdwr (\$000 3, 1, 1,	7.53 652 341	18 2,27 86 1,17 60
CITIES Lpache Cochiee Douglas Cocenine Flagstaff Jila Graham	tro- poli- tan Area	Retail Sales (8000) 12,3 53,2 17,9 50,2 31,8	U.S.A .008 .44 .028 .029 .006 .019 .028 .050 .018 .060 .018	Per Hsid Retail Sales 3, 8 6 6 6 7 8, 8 6 6 6 7 8, 8 6 6 7 8, 8 6 7 8 7 8 8 8 7 8	Buy Pow Ind 100 100 100 100 100 100 100 100 100 10	ing ver 0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	80 93 101 92	Index of Sales Production 33 98 127 125 268	Food (\$000) 1,910 12,410 4,830 7,170 5,030	Eatin Driv Plac (\$00 4 3 8 8 8 8 8 8 2 2	nk. ces 00) (702 1,779 688 3,815 2,415	3,981 9,387 3,930 8,407 4,568	1,3	16 16 174 1788 1331 1006	2,407 1,190 1,470	7,780 3,643 9,882 7,785	\$tations (\$000) 2,001 8,342 762 10,030 5,782 3,636 1,244	Bldg Hdwr (\$000 3, 1, 1, 2, 1,	325 834 753 652 341	1! 2,2; 8! 1,1; 6! 1,3;
CITIES upache	tro- poli- tan Area	Retail Sales (8000) 12,3 53,2 17,9 90,2 31,8 36,8 12,1	U.S.A .006 .044 .021 .029 .006 .019 .021 .050 .016 .050 .016 .050 .050 .050 .050	Per Haid Rotal Sale: 31 2,00 3,00 00 51 5,8 68 4,5 81 3,8 67 3,8	Buy Pow Ind	ing ver lox li 183 153 172 184 186 182 1861	80 93 101 92 146 96 80	Index of Sales Production 33 98 127 125 205 109 80	Food (\$000) 1,910 12,410 4,830 7,170 5,030 8,710 2,480	Eatin Drin Place (\$000 at a state of the sta	ng & Gik. ces 500) (0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	ioneral Videa. (\$000) 3,881 9,367 3,930 8,407 4,506 6,066 1,611	1,3	16 (14 (88 131 1006 110 110 110 110 110 110 110 110 1	2,407 1,190 1,470 934 998	7,780 3,643 9,882 7,785 9,810 2,187	\$tations (\$000) 2,001 8,342 762 10,030 5,782 3,636 1,244 1,487	Bldg Hdwr (\$000 3, 1, 1, 1,	7.53 652 341 198 736 385	(\$000) 1! 2,2; 8: 1,1; 6: 1,3; 4: 4:
CITIES upache	tro-poll-tan Area	Retail Sales (8000) 12,3 53,2 17,9 50,2 31,8 38,8 12,1 13,1	U.S.A 174 .000 144 .021 120 .000 110 .022 150 .016 160 .011 160 .011 160 .011 160 .001 177 .334	Per Haid Rotal Sale: 31 2,00 3,00 51 3,00 51 5,9 58 54 4,5 61 3,0 70 3,6	Buy Pow Ind	ing ver 01 11 183 153 172 184 186 182 181 180 180 180 180 180 180 180 180 180	80 93 101 92 146 96 90 91	Index of Sales Production 33 98 127 125 208 109 80	Food (\$000) 1,916 12,416 4,836 7,176 5,036 8,716 2,486 1,816	Eatin Drin Plac (\$000 4 3 3 5 5 4 2 2 5 5 1 7 400 7 7 400 7 7 400 7 7 400 7 7 400 7 7 400 7 7 7 400 7 7 7 7	ng & Gric. Ces 000) (1	3,981 9,387 3,930 8,407 4,506 1,011 4,679	1,3	18 114 788 131 1006 110 1007	2,407 1,190 1,706 1,470 934 998 528	7,780 3,643 9,682 7,785 9,810 2,187 2,975	\$tations (\$000) 2,001 8,342 762 10,030 5,782 3,636 1,244 1,487 62,491 34,940	Bidg Hdwr (\$000 2, 3, 1, 1, 2, 1, 1, 57, 35,	7.53 652 341 198 736 385	19 2,2 8 1,11 66 1,3 44 4 25,9 16,5
CITIES Apache	tro-politan Area	Retails Sales (3000) 12,3 53,2 17,9 50,2 31,8 38,8 12,1 13,1	U.S.A 174 .001 144 .021 149 .022 110 .022 150 .011 160 .011 180 .001 127 .007 177 .33	Per Held Retail Sales 17 2,00 18 3,80 10 5,81 15 5,81 15 3,8 16 4,5 16 3,8 17 3,8 17 3,8 18 4,2	Buy Pove Ind Bar 1	ing ever in 100 100 100 100 100 100 100 100 100 10	50 93 101 92 146 96 80 91	Index of Sales Production 33 98 127 125 205 100 80 80	Feed (8000) 1,916 12,416 4,836 7,177 5,036 8,716 2,486 1,816 10,966	Eatin Drie Place (8000	ng & Gric. Ces 000) (1	3,881 9,367 3,900 8,407 4,506 6,086 1,911 4,679 62,555 51,063 3,523	1,3 2 8 6 32,6 26,1 2,1	16 (14 (88 (131 (106 (106 (106 (106 (106 (106 (106 (10	934 998 45,003 2,407 1,706 1,470 934 998 528 45,003 32,991 4,611	metive (\$000) 2,771 7,780 3,643 9,682 7,785 9,616 2,167 2,975 130,152 85,305 14,616	\$tations (\$000) 2,001 8,342 762 10,030 5,782 3,636 1,244 1,487 62,499 34,946 5,508	8idg Hdwr (\$000 3, 1, 1, 2, 1, 57, 35, 4,	753 652 341 198 736 385	19 2,27 88 1,17 66 1,37 46 44 28,96 16,55 1,56
GITIES Upache Jochise Douglas Cocenine Flagriaff Jilla Graham Greeniee Maricopa APhoenix Meea Glendale	tro-poli- poli- tan Area	Retail Sales (\$900) 12.3 53.2 17.9 90.2 31.8 12., 13.4 088.5 420.6 51.1 26.4	U.S.A 1774 .004 1444 .022 120 .006 110 .022 1550 .014 1660 .014 1680 .000 177 .33 168 .200 107 .022 107 .023	Per Huid Retail Sales 11 2,00 13 3,00 15 5,87 15 3,8 14 4,5 15 3,8 17 3,8 14 4,2 19 99 15 5 13 3,8	Buy Pov Ind R2 .00 .00 .00 .00 .00 .00 .00 .00 .00 .0	ing Qi 100	93 101 92 146 96 97 137 108 111	Index of Sales Production 33 98 127 125 208 109 80 80 80 105 200 101 111	Feed (3000) 1,916 12,416 4,836 7,177 5,036 8,716 2,486 1,816 10,96 6,74	Eatin Drie Place (8000	og & ok. os	3,881 9,367 3,909 8,407 4,506 6,086 1,011 4,679 62,555 51,063 3,523 1,683	1,3 8 6 32,6 20,1 2,1	18 114 788 131 1006 1774 1835 110 1006 103 103 103 103 103 103 103 103 103 103	934 998 528 45,003 2,407 1,190 1,706 1,470 934 998 528 45,003 32,991 4,611 1,312	metive (\$000) 2,771 7,780 3,643 9,682 7,785 9,610 2,167 2,975 130,152 85,305 14,616 10,718	\$tations (\$000) 2,001 8,342 762 10,030 5,782 3,636 1,244 1,467 82,491 34,946 5,500 1,900	8idg Hdwr (\$000 3, 1, 1, 2, 1, 57, 35, 4,	100) (11 2,27 81 1,11 60 1,31 40 44 28,90 16,52 1,51
CITIES Ipache Jochise Douglas Scenine Flagstaff Illa Iraham Iranham Iranham Greenice Maricopa A Phoenix Mesa Glendale Mehave	tro-politan Area	Retail Selee (\$000) 12,3 83,2 17,9 90,2 31,8 12,1 13,4 088,6 420,(51,1 26,6 14,7	U.S.A (74	Per Hsid Hsid Hsid Hsid Hsid Hsid Hsid Hsid	Buy Pov Ind R2 .00 .02 .00 .01 .00 .01 .00 .01 .00 .01 .00 .01 .00 .01 .00 .01 .00 .01 .00 .01 .00 .01 .01	ing Queen list 193 193 193 193 193 193 193 193 193 193	50 93 101 92 146 96 60 91 97 137 108 111	Index of Sales Production 33 98 127 125 208 109 80 80 80 80 105 200 101 103 103 103 103 103 103 103 103 1	Food (\$000) 1,911 12,411 4,831 7,177 5,03 8,711 2,481 1,810 160,98 6,74 1,90	Eatin Drie Place (\$000 at a state of the place of the pla	og & ok. os	3,881 9,387 3,930 8,407 4,508 6,086 1,013 4,679 62,555 51,063 3,523 1,683 2,779	1,3 8 6 32,4 26,4	18 114 788 131 1006 1774 1335 110 1006 103 113 82	934 998 528 45,003 2,407 1,190 1,708 1,470 934 998 528 45,003 32,991 4,611 1,312 190	metive (\$000) 2,771 7,780 3,643 9,852 7,785 9,810 2,187 2,975 130,182 85,305 14,616 10,718 3,250	\$tations (\$000) 2,091 8,342 10,033 5,782 3,636 1,244 1,487 62,494 8,508 1,900 1,900 3,381	Bidg Hdwr (\$000 2 3, 1, 1, 2, 1, 3, 57, 35, 4,	100) (326 834 753 652 341 198 736 385 199 462 454 998 440	11 2,27 81 1,11 60 1,31 40 44 28,90 16,52 1,51 1,21
CITIES Apache	tro-poll- tan Area	Retail Sales (\$900) 12.3 53.2 17.9 90.2 31.8 12., 13.4 088.5 420.6 51.1 26.4	U.S.A (74	Per Huid Retail Sales 1	Buy Pev Ind Buy Pev Ind Bar In	ing Qi 100	93 101 92 146 96 97 137 108 111	Index of Sales Production 33 98 127 125 208 109 80 80 80 105 200 101 111	Feed (3000) 1,916 12,416 4,836 7,177 5,036 8,716 2,486 1,816 10,96 6,74	Eatin Drist Place (\$000 at a state of the st	og & ok. os	3,881 9,367 3,909 8,407 4,506 6,086 1,011 4,679 62,555 51,063 3,523 1,683	1,3 8 6 32,6 26,1 2,1	18 114 788 131 1006 1774 1335 110 1006 103 113 82	934 998 528 45,003 2,407 1,190 1,706 1,470 934 998 528 45,003 32,991 4,611 1,312	metive (\$000) 2,771 7,780 3,643 9,682 7,785 9,610 2,167 2,975 130,152 85,305 14,616 10,718	\$tations (\$000) 2.091 8.342 10.033 5.782 3.636 1.244 1.487 62.494 5.508 1.906 4.516	Bidg Hdwr (\$000 2 3, 1 1, 1 2, 1 1, 2 57, 35, 4 4,	100) (326 834 753 652 341 198 736 385 199 462 454 998 440	18 2,27 86 1,11 60 1,31 46 44 25,96 16,55 1,56 1,25 44 76
CITIES Upache	tro-poll- tan Area	Retail Seles (\$000) 12,3 53,2 17,9 50,2 31,8 12,1 13,4 088,5 420,6 51,1 26,4 14,5 34,8	U.S.A. (74	Per Hside Sales Per Hside Sa	Buyy Pow Ind Buy Pow Ind Buy I	ing ver 10 10 10 10 10 10 10 10 10 10 10 10 10	93 101 92 146 96 80 91 97 137 108 111 116 75	Index of Salos Production 38 98 127 125 208 109 80 80 105 209 101 113 162 87	Feed (\$000) 1,916 12,411 4,831 7,177 5,030 8,716 2,481 1,816 10,96 6,74 1,90 5,82	Eatin Driving (800) 5	og & ok. os	3,881 9,367 3,930 8,407 4,506 6,066 1,611 4,679 62,555 51,063 3,523 1,683 2,779 2,777	1,1 8 6 32,6 26,1 2,1	16 114 114 115 116 116 117 116 117 116 117 117 117 117	2,407 1,190 1,706 1,470 934 996 528 45,003 32,991 4,611 1,312 190	metive (\$000) 2,771 7,780 3,643 9,682 7,785 9,610 2,187 2,975 130,152 85,305 14,616 10,718 3,230 4,182	Stations (\$000) 2,081 8,342 762 10,030 5,782 3,636 1,244 1,487 62,491 34,946 5,505 1,906 3,591 4,516	Bidg Hdwr (\$000 2 3, 3 1, 1 1, 2 2, 1 1, 3 57, 3 5, 4 4, 9 9,	100) (326 834 753 652 341 198 736 385 199 462 454 998 440 9920	18 (\$000) 18 (2,2) 8 (1,1) 6 (1,3) 4 (4) 4 (4) 4 (7) 4 (4)
CITIES Upache	tro- polition Area 107	Retail Sales (8000) 12.3 53.2 17.9 90.2 31.8 12.7 13.8 088.6 420.6 51.1 26.6 14.7 34.6	U.S.A. (74	Per Hsid Rotal Sales 18 2,00 16 3,00 16 5,8 16 4 4,5 16 16 3,8 16 16 16 16 16 16 16 16 16 16 16 16 16	Buy Power Index 1	ing wer 0 1 1 1 1 1 1 1 1 1	93 101 92 146 96 90 91 87 137 108 111 116 75	Index of Sales Production 38 98 127 128 208 109 80 80 80 80 105 209 101 132 182 87 221	Food (3000) 1,916 12,411 4,831 7,177 8,03 8,716 2,481 1,311 180,98 76,16 10,96 6,74 1,90 5,82 2,50	Eatin Driving (800) 1	og & nk. ces 000) 7702 1,778 686 1,815 1,415 2,321 874 1,623 1,478 1,163 1,107 1,153 629 2,693 934	3,000) 3,881 9,367 3,930 8,407 4,508 6,066 1,011 4,679 62,555 51,063 3,523 1,683 2,779 2,777 711	1,3 8 6 32,6 20,1 1,6	He (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	2,407 1,190 1,706 1,470 934 998 525 45,003 32,991 4,611 1,312 190 1,117 689	(\$000) 2,711 7,780 3,643 9,682 7,785 9,610 2,167 2,975 130,182 85,305 14,618 10,718 3,280 4,182 1,990	\$tations (\$000) 2,001 8,342 762 10,036 5,782 3,636 1,244 1,487 62,491 34,946 5,508 1,900 1,900 25,384	8ldg Hdwr (\$000 3, 1, 1, 1, 2, 1, 1, 35, 4, 10, 9,	3325 3325 3341 198 7736 3355 199 462 454 454 440 920 843	(\$000) 11 2,27 88 1,11 66 1,31 46 44 28,90 16,55 1,50 1,20 47 74 40 9,93 8,5
CITIES Ipache Jochise Douglas Secentine Flagstaff Illa Sraham Sreentee Waricopa A Phoenix Meea Glendale Whoave Vavaje Winslow Vinslow Ima A Tuccon Pinal	tro-poli-lan Aros	Retail Sales (8000) 12.3 53.2 17.9 17.9 20.2 31.8 420.6 51.1 20.6 14.7 34.8 229.7 239.6 53,2	U.S.A. (74	Per Hsidi Retail	. Buyy	ing wer lines 193 153 153 153 153 153 153 153 153 153 15	80 93 100 100 1146 80 91 146 87 120 78	Index of Sales Production 38 98 127 128 288 109 80 80 105 209 101 132 182 87 221 87 199 73	Food (3000) 1,911 12,411 4,831 7,171 5,03 8,711 2,481 1,811 160,98 70,16 10,96 6,74 1,90 5,82 2,50 68,03 17,62	Eatin Driving (\$000 1	19 4 G	oneral (1964). 3000) 3,851 9,357 3,930 8,407 4,506 1,611 4,670 62,555 51,033 3,523 1,633 2,779 711 33,288 26,707 4,148	1,1 1,1 1,1 1,1 1,1 1,1 1,1 1,1 1,1 1,1	Held (4) (4) (4) (5) (6) (6) (7) (7) (7) (7) (7) (7) (7) (7) (7) (7	934 998 45,003 45,003 934 998 528 45,003 82,991 4,611 1,312 190 1,117 689 14,097 12,317 1,838	metive (\$000) 2,771 7,780 3,643 9,882 7,785 9,810 2,187 2,975 130,152 85,305 14,616 10,718 3,230 4,182 1,980 45,395 43,587 8,853	\$tations (\$000) 2,081 8,342 762 10,036 5,783 3,636 1,244 1,467 82,499 34,946 5,500 1,900 3,591 4,516 1,062 25,384 16,977 6,300	Bidge Hdwr (\$000) 3, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,	196 3325 3325 3344 753 652 3341 196 736 3385 199 440 9998 440 9920 843 742 977 879	(\$000) 11 2,22 86 1,31 60 1,33 40 44 25,90 1,50 1,23 44 77 44 9,93 8,5 1,33
pacho. ochise. Douglas. oconino. Flagstaff. Mila. braham. brosnice. APhoenix. Mesa. Glendale. Meshave. lavaje. Winslow. Pima. Cana Grande.	tro-poli-jan Aroa	Retail Sales (8000) 12.3 53.2 17.9 50.2 31.8 12.7 13.1 08.8 420.6 51.1 20.6 16.5 289.7 239.6 53.2 17.7 17.7	U.S.A. 174	Per Hsidi Retail Sales S	Buy Power 1	ing ver 01 10 10 10 10 10 10 1	86 93 101 101 92 146 86 80 91 107 108 111 116 87 75 146 125	Index of Salos Production 38 98 127 125 208 109 80 80 105 200 161 182 87 129 73 200	Feed (3000) 1,911 12,411 4,534 7,177 5,03 3,711 2,481 1,811 100,982 70,161 1,900 5,622 3,500 60,03 58,03 58,03 17,022 4,15	Eatin Original (800)	19 A 6 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	oneral Midea. 3000) 3,881 9,387 3,930 8,407 4,508 6,066 1,411 4,679 62,555 51,063 2,779 711 33,288 26,707 711 1,638	1,1 1,2 1,3 1,4 1,4 1,4 1,4 1,4 1,4 1,4 1,4 1,4 1,4	188 H H H H H H H H H	0use- Angl. \$000) 2,407 1,100 1,470 934 988 525 525 45,003 3,391 1,312 190 1,117 1,838 14,087 11,838 630	metive (\$000) 2,771 7,780 3,643 9,882 7,785 9,810 2,187 2,975 130,182 85,305 14,616 10,718 3,220 4,182 1,990 45,895 48,895 8,887 8,883 8,895	\$tations (\$000) 2,081 8,342 762 10,036 5,783 3,636 1,244 1,487 82,491 34,946 5,500 1,900 3,591 4,516 1,062 25,384 16,977 6,300 2,370	Bidgle Hdwr (\$000) 2 3, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,	198 198 198 198 198 462 454 998 462 454 460 920 843 742 977 679 400	(\$000) 11 2,22 81 1,11 60 1,33 40 4 4 25,99 16,55 1,50 1,22 4 77 4 9,9 8,5 1,3 1
CITIES pacho ochise Douglas oconino Flagstaff Mla Graham Gresnice APhoenix Mesa Glendale Webave lavaje Winslow Pima ATucsoo Pima Cana Grande	tro-poli-jan Aroa	Retail Sales (8000) 12.3 53.2 17.9 17.9 20.2 31.8 420.6 51.1 20.6 14.7 34.8 229.7 239.6 53,2	U.S.A. 774001 444022 775002 777003	Per Hsidi Managara Hsia Managara Hsia Managara M	Buy Peve Bar	ing ver 0 1 1 1 1 1 1 1 1 1	80 93 100 100 1146 80 91 146 87 120 78	Index of Sales Production 38 98 127 128 288 109 80 80 105 209 101 132 182 87 221 87 199 73	Food (3000) 1,911 12,411 4,831 7,171 5,03 8,711 2,481 1,811 160,98 70,16 10,96 6,74 1,90 5,82 2,50 68,03 17,62	Eatin Original Place (\$000 \$	19 4 G	oneral (1964). 3000) 3,851 9,357 3,930 8,407 4,506 1,611 4,670 62,555 51,033 3,523 1,633 2,779 711 33,288 26,707 4,148	1,3 1,3 1,3 1,4 1,4 1,4 1,5 1,5 1,7 1,7 1,7 1,7 1,7 1,7 1,7 1,7 1,7 1,7	Held (4) (4) (4) (5) (6) (6) (7) (7) (7) (7) (7) (7) (7) (7) (7) (7	934 998 45,003 45,003 934 998 528 45,003 82,991 4,611 1,312 190 1,117 689 14,097 12,317 1,838	metive (\$000) 2,771 7,780 3,643 9,882 7,785 9,810 2,187 2,975 130,152 85,305 14,616 10,718 3,230 4,182 1,980 45,395 43,587 8,853	\$tations (\$000) 2,081 8,342 762 10,036 5,782 3,636 1,244 1,487 34,944 5,508 1,900 3,591 4,516 1,002 25,384 16,973 6,301 25,387 1,371	Bidge Holm (\$000) 3. 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,	196 3325 3325 3344 753 652 3341 196 736 3385 199 440 9998 440 9920 843 742 977 879	(\$000) 111 2,22 31 3,11 60 1,33 44 44 44 25,99 16,55 1
GITIES pacho. lochise. Douglas. loconino. Flagstaff. Mala Graham. loconies. Maricopa. A Phoenix. Mena. Glendale. Mochave. Navaje. Winslow. Pima. A Tueson. Pinas. Cana Grande. Santa Cruz. Nogales.	tro-politan Area	Retail Sales (8000) 12.3	U.S.A. 774004 484022 922006 1880014 888007 888007 877022 877032 877032 877032 877032 877032 877032 877033 87703	Per Hsidi Rotal Ro	Buy Pow Ind	ing ver (1) 183 183 183 183 183 183 183 183 183 183	98 99 1001 92 146 96 90 91 107 108 1111 116 75 140 78 125 117	Index of Sales Production 38 98 127 125 208 109 80 80 101 101 102 87 221 87 100 73 200 146 196	Feed (\$000) 1,911 4,631 7,177 5,03 8,741 2,481 100,989 6,744 1,990 5,822 2,50 69,03 58,63 17,026 4,154 4,666 4,21	Eatin Driv Place (\$000 to 100	19 A 6 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	00000000000000000000000000000000000000	1,3 1,3 1,3 1,4 1,4 1,4 1,4 1,4 1,4 1,4 1,4 1,4 1,4	H H H H H H H H H H H H H H H H H H H	0use- Angl. 1,000 1,100 1,700 1,700 1,700 1,700 1,700 1,470 9934 998 525 45,003 32,901 4,611 1,312 190 1,117 689 1,117 12,317 1,332 1,103 1,103 1,103 1,103 1,103 1,103	metive (\$000) 2,771 7,780 3,643 9,882 7,785 9,810 2,187 2,975 130,182 85,305 14,616 10,718 3,220 4,182 1,990 45,395 42,897 8,883 3,904 3,120 3,120	\$tations (\$000) 2,081 8,342 762 10,036 5,783 3,636 1,244 1,487 62,499 34,946 5,500 1,900 25,384 1,002 25,384 6,300 2,376 1,371 1,266	Bidgi Hdwr/dwr/dwr/dwr/dwr/dwr/dwr/dwr/dwr/dwr/	199 462 454 462 454 462 477 879 400 400 400 400 400 400 400 400 400 40	(\$000) 11 2,22 8 1,1: 6 1,3 4 4 28,9 16,5 1,5 1,2 4 7 7 4 9,9 8,5 1,3 1 4 4 4
CITIES pacho ochise Douglas oconino. Flagstaff Mila Graham ireenice Apricopa Apricopa Apricopa Apricopa Apricopa Apricopa Apricop	re-politan Area	Retail Sales (8000) 12.3 53.2 17.9, 90.2 31.8 12.7 13.5 12.7 13.5 12.7 13.5 12.7 13.5 12.7 13.5 12.7 13.5 12.7 13.5 12.7 13.5 13.5 13.5 13.5 13.5 13.5 13.5 13.5	U.S.A. (74	Per Hsidi Retail	Buy Powler Buy P	ing ver (i) 183 183 183 183 183 183 183 183 183 183	80 93 101 92 146 80 91 137 137 140 87 134 135 163	Index of Salos Production 33 B 127 125 208 109 80 80 105 209 101 193 162 87 221 87 190 73 200 146	Feed (\$000) 1,911 12,481 4,833 7,177 5,03 8,711 2,481 1,811 100,986 6,74 1,996 6,74 1,996 6,74 1,996 6,74 1,996 6,74 1,996 6,74 1,996 6,74 1,996 6,74 1,996 6,44 1,946 6,44 4,646 4,646 4,646	Eatin Driver Place (\$000	19 & G 19	000-eral Mideo. 3,9811 9,367 3,930 8,407 4,506 6,066 11,011 4,679 2,777 711 33,298 26,707 4,148 11,638	1,3000 1,3000 1,3000 2,3000 1,4000 1,5000 1,	16	0use- Angl. 3000) 2,407 1,100 1,706 1,470 934 908 528 45,003 32,991 4,611 1,312 190 1,117 689 14,097 12,317 1,689 1,162	metive (\$000) 2,771 7,780 3,643 9,882 7,785 9,810 2,187 2,975 130,152 28,305 14,618 10,718 3,280 4,182 1,990 45,395 48,395 48,395 8,893 8,893 8,893 8,120 3,120 7,748	\$tations (\$000) 2,081 8,342 762 10,036 5,782 3,636 1,244 1,467 84,946 5,508 1,900 3,599 4,516 1,002 25,384 16,977 1,379 1,266 4,156	Bidge Holm (\$000) 3. 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1, 1,	199 462 454 4998 4400 490 490 490	(\$000) 11 2,22 8 1.1: 66 1.3 44 4 28,9 16,55 1,5 1,2 4 77 4 9,9 8,5 1,3 1 4 4 1,1
GITIES Ipache. Jochise. Douglas. Jocenine. Flagstaff. Bila. Braham Breenice. Warlcopa. A Phoenix. Mena. Glendale. Wehave. Vavaje. Winslow. Pinal. Can Grande. Santa Crux. Nogalee. Yavapal. Prescott.	tro-politan Area	Retail Sales (8000) 12.3	U.S.A. 174	Per Hsidi Retail Retai	Buy Pown Ind Ind Ind Ind Ind Ind Ind Ind Ind In	ing ver (i) 183 183 183 183 184 185 185 185 185 185 185 185 185 185 185	98 99 91 92 146 96 90 91 107 108 111 111 116 75 146 97 189 98 99 99 99 99 99 99 99 99 99 99 99 9	Index of Salos Production 33 98 127 125 208 109 80 80 105 209 101 193 162 87 321 87 190 73 200 146 156 108	Feed (\$000) 1,911 12,411 4,53 7,777 5,03 8,711 2,484 1,181 10,96 6,74 1,996 6,74 1,996 6,74 1,996 6,74 1,996 4,15 4,86 4,21	Eatin Driv Place (\$300 to \$3 \$8 \$8 \$1 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$3 \$2 \$2 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1 \$1	19 A 6 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	00000000000000000000000000000000000000	(\$000 1,3 2,6 32,6 4 4 15,1 15,1 1,1	146 114 114 114 115 115 115 115 115 115 115	0use- Aspl. 3000) 2,407 1,190 1,170 1,170 1,470 934 998 528 45,003 3,901 1,117 689 14,097 12,817 1,838 601 1,162 1,162	metive (\$000) 2,771 7,780 3,643 9,882 7,785 9,810 2,187 2,975 130,152 85,305 14,618 10,718 3,230 4,182 1,930 45,387 8,883 8,904 3,120 7,745 5,030	\$tations (\$000) 2,081 8,342 762 10,030 5,783 3,636 1,244 1,467 82,491 34,946 5,508 1,900 3,591 4,516 1,002 25,384 16,977 6,304 2,377 1,772 6,304 1,266 4,186	Bidgies	199	(\$000) (\$1) (\$2,22' 8 1.11' 66 1.3 44 4 225,99 16,55 1,55 1,22 4 4 7 7 4 1.1 1.1 1.0 2.0
CITIES pacho ochise Douglas oconino. Flagstaff Mila Graham ireenice Apricopa Apricopa Apricopa Apricopa Apricopa Apricopa Apricop	tro-politan Area	Retail Sales (8000) 12.3 53.2 13.5 50.2 21.5 20.1 20.1 20.1 20.1 20.1 20.1 20.1 20.1	U.S.A. 774004 444022 772005 779012 777022 777022 777022 778013 779022 770022	Per Hsidi Rotal Ro	Buy Pow Ind	138 138	80 99 3 1001 92 1446 96 80 91 137 1006 1111 1100 75 140 97 125 100 117 99 124	Index of Sales Production 38 98 127 128 208 109 86 105 209 101 132 162 87 129 73 200 146 196 196 171	Feed (\$000) 1,9716 12,411 4,533 7,177 5,030 8,7711 5,030 1,971 100,988 76,18 1,900 8,23 3,500 80,03 17,02 4,151 4,686 4,21 6,51 8,53	Eatin Driv Place (800	19 A	oneral Mides. 3000) 3,821 9,357 3,930 8,407 4,508 6,066 61,611 4,678 62,545 61,083 2,779 2,777 7,777 33,288 7,787 4,148 1,635 1,835 1,835	1,3 1,3 1,3 1,3 1,3 1,3 1,3 1,4 1,5 1,7 1,1 1,1 1,1 1,1 1,1 1,1 1,1 1,1 1,1	110 H (11 H	0use- Angl. 3000) 2,407 1,100 1,470 934 998 528 45,003 32,991 4,611 1,312 190 1,312 190 1,312 190 1,117 659 14,087 12,317 1,838 630 14,162 1,162	metive (\$000) 2,771 7,780 3,643 9,882 7,785 0,610 2,167 2,975 130,182 85,305 14,616 10,718 3,280 4,182 1,980 45,385 43,887 8,683 3,120 7,748 5,030 9,286	\$tations (\$000) 2,081 8,342 762 10,036 5,783 3,636 1,244 1,487 62,499 34,946 5,500 1,900 2,376 1,002 25,384 16,973 6,300 2,377 1,377 1,264 4,156 1,565	Bidgies	100 () () () () () () () () () (111 2,23 81 1,11 60 1,33 40 40 40 28,90 16,55 1,52 1,52 4 77 4 4 10,0 8,5 1,3 1,12 4 1,12 1,12 1,12 1,12 1,12 1,12 1,
GITIES pacho lochise Douglas loconino Flagstaff Mila Sraham Breenice Maricopa A Phoenix Mema Glendale Mohave Navaje Winslow Pima A Tuesoo Pima Cass Grande Santa Cruz Nogales favapal Prescott fuma	tro-politan Area	Retail Sales (8000) 12.3	U.S.A. 774004 444024 444022 9006 180012 180022 180007 180 -	Per Hsidi Rotal Ro	Buy Pow Ind	ing ver (1) 183 183 183 183 183 183 183 183 183 183	80 93 101 92 146 96 80 97 137 108 175 140 78 125 903 117 199 90 90 90 90 90 90 90 90 90 90 90 90 9	Index of Sales Production 38 98 127 125 208 109 80 80 101 101 102 87 120 104 105 106 106 106 107 107 108 107 108 108 171 99	Feed (\$000) 1,971 1,971 1,44,63 1,7,777 5,03 3,771 2,448 1,871 180,989 6,744 1,190 5,822 2,50 6,03 55,03 55,03 17,02 4,15 4,66 4,21 8,53	Eatin Driv Place (800 C 800 C	19 A 6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	oneral Mides. 3000) 3,851 9,357 3,930 8,407 4,506 6,066 1,471 4,679 62,555 51,063 3,533 1,633 22,779 711 33,288 24,777 711 33,288 1,838 1,838 1,838 1,838 1,838 1,838 2,799 2,777 711 37,786	1,3 2,1 32,1 32,1 1,1 15,1 3,1 3,1	16	0use- 3000) 2,407 1,190 1,708 1,470 934 988 532,991 4,611 1,312 190 1,117 689 14,087 12,317 1,182 1,162 1,162	metive (\$000) 2,771 7,780 3,643 9,882 7,785 0,610 2,187 2,975 130,182 85,305 14,616 10,718 3,220 4,182 1,930 45,385 43,887 8,653 3,120 7,745 5,039 9,286	\$tations (\$000) 2,091 8,342 762 10,030 5,783 3,636 1,244 1,467 82,499 34,946 5,508 1,900 3,591 4,516 1,000 25,384 16,977 1,264 4,186 1,308 2,377 1,266 4,186 1,585 5,986 2,900	Bidge How	199	(\$000) 11 2,27 88 1,11 66 1,31 46 44 28,90 16,55 1,50 1,20 47 74 40 9,93 8,5

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.

Talk about BANK DEPOSITS, we're

Leading the Nation

AMAZING ARIZONA leads the nation in percentage growth of bank deposits as well as buying income, life insurance in force, manufacturing output, mineral production and value of farm products. Arizona is second only to Nevada in percentage growth of population.

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National Representatives-Kelly-Smith Co.

ARIZONA	Me-			RET	TAIL S	ALES-	SM E	STIMA	TES, 1	957		The			rk eriginal, MANAGE	
METRO. AREAS	tro- poli- tan Area	Total Retail Sales (\$000)	% U.S.A.	Pur Hsid. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdae. (3000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
PhyenixTucsen	107 153	688,977 200,700	.3342	4,207 3,926	.3102 .1354	97 97	108 97	160,907 89,037	49,478 20,086	82,555 33,298	32,087 15,552	45,003 14,007	130,152 45,395	82,499 25,384	57,199 23,742	25,900
Total Above Areas		938,677	.4689	4,122	.4456	97	102	230,034	69,506	95,853	47,819	59,100	175,547	87,883	80,941	35,93

ARKANSAS — (Other West South Central States:
Louisiana, Oklahoma, Texas.)

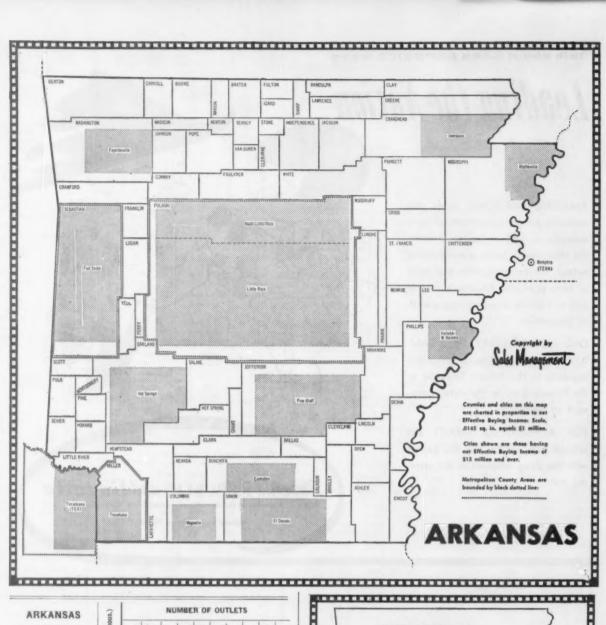
		(38			NU	MBE	R OF	001	TLET	rs					3			NU	MBE	R OF	OUT	TLET	8		
Map,	page 226 County	Pop. (thor	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	CB.H	Drugs	City	County	Pap. (the	Total Outlets	Foed	Eat. & Orink.	Gen'l. Mdse.	Apparel	F-H-A	Aute.	Gas Sta.	L-0-H	Drugs
Batesville	. , Independ- ence	7.2	179	31	21	21	12	12	27	26			11	Washington St. Francis	18.1		37	47	14	23	17	19	20	12	1
Benton	Saline	10.4	5.00	48	13	11	5	4	13	24		4	Fort Smith	Sebastian	59.9	804	132	175	88	84	51	88	92	37	2
Blytheville	Mississippi	18.4		85 73	-	21	26	15	20	13	23		Helena	Phillips	12.8		67	-	1	22	12	9	9	7	1
Cenway	Faulkner	17.7		88		17	14	11	14	26	10	5	Hot Springs	Garland	9.5		122	1 -22	33	49	32	40	71	13	2
El Dorado	Unien	25.9	417	115	50	23	29	22	27	48	19	16	Jonesbore	Craighead	17.1	301	86	36	29	23	19	23	31	22	

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MAY 10, 1958

Before using these figures read foreword, page 13.

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ARKANSAS	(187)			NU	MBE	R OF	OUT	TLET	S		
(continued) City County	Pop. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Little flockPulaski	124.2	1,404	356	216	136	94	80	54	146	53	68
Magnella Columbia	11.7	189	58	9	17	18	8	18	18	13	8
Newport,Jacksen North Little	8.9	160	31	27	8	10	13	17	19	11	4
RockPulaski	53.8	588	142	96	35	21.	44	44	73	36	11
OsceolaMississippi	5.6	95	18	11	4	13	4	8	6	9	4
Paragould Greene	11.1	218	58	43	14	12	11	21	15	15	8
Pine BluffJeffersom	43.4	612	190	98	38	39	48	32	51	24	14
Russellville., Pope	9.3	136	22	14	6	11	14	13	10	14	7
SearcyWhite	7.2	185	44	17	20	9	11	22	21	9	-
SpringdaleWashington	7.6	150	31	23	12	9	4	19	16	7	-
Stuttgart Arkansas	9.3	178	37	19	12	11	7	13	23	15	4
PezarkanaMilliur Wust	19.8	337	83	56	19	30	17	11	47	7	1
MemphisCrittenden	18.2	154	21	22	18	10	12	22	17	11	

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Before using these figures read foreword, page 13.

SALES MANAGEMENT

ARKANSAS IS DIFFERENT

HERE. ONE NEWSPAPER DOMINATES THE MAJOR CITY, RETAIL TRADE ZONE, AND STATE

(THE ONLY SPOT IN THE NATION WHERE THIS IS TRUE)

— and does it at the state's highest subscription rate

A Gazette subscription costs 14% more than any other newspaper in the state; but Arkansans prefer it much more, too. They give it a Daily circulation total of 98,535; 17,733 more than any other newspaper, with a Sunday circulation of 108,049. Only the best and best-read newspaper could do this.

- and delivers 94% of its circulation into homes

In Arkansas, the great Home newspaper is also the great State paper. From its central location the Gazette can and does cover the state with fresh news as completely as it does its home city. This has brought the Gazette overwhelming leadership in all circulation categories: City, Retail Trade Zone, and Total.



POPULATION

The map above shows Arkansas's principal concentrations of population in proportion to their sizes. The remainder of the state's population is distributed fairly evenly.

TRAFFIC FLOW

As Arkansas's major city, market, and distribution center. Little Rock is the hub of statewide traffic. In this state, all sales trails lead to Little Rock, and the Gazette.

-and naturally leads in all advertising categories, by far

Little Rock is the focal point of all Arkansas traffic (note the map above). In effect this makes Little Rock's per capita and family retail sales much higher than the national average. Alert advertis-

ers rely on the big Gazette circulation to get their share of these sales, and they succeed! And, with the nearest large city 139 miles away, this makes Little Rock a perfect test market.

* Sept. 1957 ABC Publisher's Statement



ADVANCAC		J		TIMATE		58	BU	YING IN	COME	_ (J	M ES	TIMAT	ES, 19	57	sive	estimal	tes by	BALES	MANA	inal, ex IGEME	NT.
COUNTIES	Me- tre-			House-	Con-	Urban						1		Inc	ome B	reakdew	m of H	ousehol	ds		
CITIES	poli- tan Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Deliars (000)	U.S.A.	Per Capita	Per Hsid.	Income per C. S. U.	\$0-2 % Halds.	%	\$2,500 % Holds.	%	\$4,000 Hsids.	%	\$7,000 % Halda.	%	\$10,000 % Halds.	%
rkansas		23.2	.0134	6.8	7.2	12.1	26,401	.0088	1,138	3,883	3,663	40.2	15.7	1	23.7		32.8		10.2		17.6
Stuttgart		9.3	.0054	3.0	3.4		13,874	.0046	1,493	4,625	4,064	32.9	11.2	26.7	10.7		35.2		11.0	4.8	12.8
shley		20.0	.0117	5.2	5.2	5.8	18,126	.0061	906	3,486	3,430	3.3	19.0	28.5	24.5	21.6	38.8	5.0	11.2		10.
axier		7.6	.0044	2.1	2.1		7,583	.0028	998	3,611	3,466	41.4	17.2	26.5	24.0	24.9	30.0	0.0	****		
enten		32.5	.0189	10.1	10.6	9.8	32,815	.0110	1,010	3,249	3,084	47.4	22.2	27.9	28.4	19.5	32.4	3.6	9.1	1.6	7.5
oone		13.4	.0078	4.0	4.1	4.6	12,738	.0042	950	3,184	3,076		22.2	28.9	29.6	19.2	32.2	3.3	8.3	1.5	7.
radley		13.0	.0075	3.4	3.6	4.5	11,216	.0038	863	3,290	3,094	42.6	19.8	32.1	32.4	21.1	34.9	3.1	7.9	1.1	5.
												0.0						20		14	7.
Calhoun		5.5	.0032	1.4	1.4		4,192		702	2,994	2,861		27.4		28.5		28.1	3.0	6.8	1.4	5.
Carroll		9.8	.0057	3.2	3.2		8,877	.0030	906	2,774	2,756	55.2	29.2	21.8	30.8	14.6		2.1	8.3	1.0	5.
Chicot		18.8	.0110	5.4	5.8	5.6	15,023	.0050	799	2,782	2,558	82.4	35.5	21.0	20.9	12.7	20.1			1	-
Clark		19.7	.0114	5.3	8.4	5.9	18,997	.0064	964	3,584	2,949	49.4	23.6	28.6	27.5	19.1	32.4	3.4	8.8	1.5	7.
Clay		20.1	.0117	5.6			16,478	.0055	820	2,942		244.7	25.0	28.5		16.9	29.7	2.8	7.5	1.3	6.
Cleburne		7.4	.0043	2.0	1000		5,111	.0017	691	2,558	3.5	58.9	34.0	27.3	34.3	11.5	23.6	1.7	5.1	.6	3.
																				1	
Cleveland		5.9	.0034	1.0			4,502		763		2,740	2072	28.8		32.6	14.2		2.3	10.4	1.0	
Columbia		24.6	.0143	8.8		1	24,403		992		3,464	44.4		24.5		23.7		6.0	12.0	3.8	
Magnolia		11.7	.0068	3.7			15,250		1,303	4,122		39.4	14.6 28.6	26.3	18.6	15.9	29.6	2.5	7.1	.0	
Conway		14.0	.0082	3.6	3.1	4.2	10,779	.0036	770	2,994	2,749	54.4	20.0	20.0	9911		-5.0		-		
Craighead		49.8	.0288	13.2	14.8	17.1	51,774	.0174	1,044	3,922	3,562	40.2	18.0	28.8	23.2	24.2	34.1	5.9	12.5	2.9	
Jonesboro		17.1	.0099	5.0			24,438		1,429	4,888	-	31.7		23.9		31.9		8.5	15.6	4.0	
Crawford		20.7					18,193		879			47.7	22.7	28.1	29.2	19.6		3.3	8.4	1.3	
Crittenden		82.9	.0308	13.6	14.5	18.2	41,461	.0139	784	3,048	2,844	58.5	29.7		28.2	12.9		2.6	7.0		13.
West Memphis		18.2	.0106	4.9	5.4		16,621	.0056	913	3,392	3,049	52.6	24.6	24.6	25.1	16.8	27.9	3.7	9.8	2.3	13.
																10.7	28.5	3.8	9.2	3.0	16.
Cress		22.4					19,192	1	857	3,309			22.8	26.4	24.6	19.8		2.8	7.4		
Dalias		11.2			1		9,241		325			45.2	21.3		24.3		30.2	3.8	10.1	1.5	
Media		22.8	.0133	6.6	6.8	5.9	18,774	.0063	823	3,129	2,002	30.4	41.1	-		1					
Drew		13.9	.0081	3.7	3.0	3.5	11,500	.0039	828	3,110	2,828	51.1	25.2	26.7	28.8	17.7	31.1	3.2	8.5		
Faulkner		22.2	.0129	5.9			21,121		951	3,590		51.1	25.2	24.8	28.4	19.6		3.5			
Conway		10.4	.0060	2.8	4.6	3	13,668	1	1,314	4,881	2,970	47.1	20.7			24.6		5.6			
Franklin		8.6	.0051	2.4	2.6	3	7,229	.0025	821	3,012	2,752	52.9	27.8	27.5	31.3	38.7	31.2	2.2	6.2	.7	3.
F.A.													***	-		14.4	29.0	1.6	4.9	.2	
Fulton		6.1	1				4,318		707			56.8			33.2			6.2			
Garland		49.1	1				1					35.9						6.9			
Grant		33.2 7.6	1				6,353		1,544			49.6			32.8		32.8	2.3			
		1	.001				0,000	.0021	004	2,000	2,000	10.0	2010	-							
Greene		24.7	.0144	6.1	6.1	11.1	21,605	.0073	878	3,281	3,273	46.9	20.9	28.0	27.0	19.0	30.1	3.8			12.
Paragould		11.1		4			13,169		1 4	1		40.9	16.0	27.9	23.9			5.0		1	17.
Hompstead		18.0	.0100	5.1	5.	8.5	16,581	.0056	892	3,126	2,995	50.0						2.9	7.6		
Hope		9.4	1		.1		10,90					42.9						5.1		1	11.
Hot Spring		28.0	.0151	7.0	7.1	9.5	25,59	.0085	964	3,650	3,847	36.2	14.8	30.8	26.8	25.5	36.3	9.1	10.4	2.4	
Howard									-	0.00		80.0	27.4	28.5	32.5	18.7	31.3	2.2	6.3	.8	2.
Independence		19.3	1									52.1						2.6			
Batesvillo		7.3	1			1	8,53		1	1		The same of				1		4.2		2.2	11.
Izard		8.0				-1	3.92		1									.8	2.6	1 .1	1
	1	1			1					1											40
Jackson		26.0	.615	7.	0 7.	0 6.0	22,80	.0076	877	3,25			21.1		26.4		32.7				10.
Newport	1	6.1					9,15		1,320				13.3		18.7		37.5		14.8		13
Jefferson		83.1	1						1,045		3,391		10.2		22.1		34.9				16
Pine Bluff Johnson	1	43.	1				55,59						15.8		31.4	1	28.3	1 2 2			
201W10011	1	12.	.007	3.	8 3.	8 3.4	10,73	1 .0036	886	2,98	2,904	31.4	20.1	20.0	31.4			-			
Lafayette		11.	1 .006	2.	8 3.	1 2.2	9,41	6 .0032	941	3,38	2,960	63.6	25.8	23.6	24.6	17.4	29.8	3.4	8.1		11.
Lawrence		18.	-							2,98			25.2		29.5		29.1	3.2			1 7
Lee		23.	- 1							3,03			28.4		28.0		25.0	2.8	6.0	2.1	3 14
Lincoln		11.					7,32			2,61			37.1		29.1		22.2				1 6 B 10
Little River		8.								3,32			27.6		26.0		28.6				
Logan	1	14.	3 .008	3 3.	8 4.	2 2.7	12,00	8 .0040	84	3,16	8 2,803	52.6	27.0	21.1	30.0	10.0				1 "	
Lonoke		20	8 012	1 0	1 .	4	95 80	1 0000	2 00	2 2 89	0 3,350	49 1	3 20.	28 1	25.1	17.1	27.1	3.6	8.	2 3.4	4 18
Madisen		8.					21,53 5,93			3,53			8 35.1		31.0		25.8				5 2
Marion		4.	. 1				3,74			1 2,87			28.		30.6		32.1				
		1	.002	1	-		3,14	.001	01	2,01	2,00				-						
Miller	273	36.	7 .021	4 10.	6 11.	2 19.1	38,75	0 .013	1,05	8 3,66	8 3,441	39.6	6 16.	3 28.	2 25.6	25.0	36.1	8.3	11.	8 2.0	0 9
$\triangle Texarkans$				1		1		1	1												
(Tex.)-			1								1										
Texarkana (Ark.).	1	81.	.029	8 16.	4		68,90	nee nee	1 1,88	7 4 01	2	1		1				1			

Metropolitan Area Section on Pages 137-206

Maximum Sales In Arkansas Major Market



-are assured by Your Advertising in the ARKANSAS DEMOCRAT

LARGEST CIRCULATION DAILY AND SUNDAY

-In Little Rock

-In Pulaski County (Metropolitan Area)

-In Retail Trading Zone

CIRCULATION GROWTH CONTINUES
(See latest Audit Bureau of Circulations Statements)

1957 Retail Sales in 26 County Retail Trading Zone—\$667,798,000. 1957 Retail Sales in Little Rock Metro-politan Area—\$268,560,000.

Lowest Millime Rate in Little Rock and Arkansas

ARKANSAS DEMOCRAT

Evening and Sunday Morning

Represented by The Branham Company

		0		PULAT	ION ES, 1/1/	58	BU	FECTIVE YING IN	COME	_ (M ES	TIMAT	ES, 19	167	The	"SM"				inal, es	
COUNTIES	Me- tro- poli-	Total	07	House-	Con- sumer Spend-	Urban Pop.	Net	%	Per	Par	Income			Inc	come 8	reakdov	vn of H	louseho	lds	1	
continued)	tan Area	(thou- sands)	of U.S.A.	(thou- sands)	ing Units (thous.)	(thou- sands)	Dollars (000)	of U.S.A.		Hsld.	o per C. S. U.	\$0-2 % Hslds.	%	\$2,500 % Hslds.	%	\$4.000 % Hslds.	%	\$7,000 % Hslds.	0%	\$10,000 % Hslds.	%
1△Texarkana		19.8	.0116	6.4	6.7		24,470	.0082	1,236	3,823	3,620	36.2	14.3	28.2	24.4	27.4	38.5	6.0	12.8	2.2	10.0
Mississippi		69.8	.0408	17.9	17.9	24.0	62,386	.0209	894	3,485	3,466	46.4	19.5	26.9	24.6	19.3	28.9	4.1	9.3	3.3	17.7
Blytheville		18.4	.0107	5.6	6.0		23,074	.0078	1,254	4,120	3,804	39.3	14.7	26.6	21.5	24.1	31.9	5.9	11.8	4.1	20.1
Osceola		5.6	.0032	1.6	1.8		6,740	.0022	1,204	4,213	3,657	40.0	15.2	26.1	21.6	24.6	33.2	5.5	11.2	3.8	18.8
Monroe		17.9	.0104	4.7	5.0	6.3	15,251	.0051	852	3,245	3,045	48.9	23.2	27.0	27.8	18.7	31.4	3.8	9.6	1.6	8.0
Montgomery		4.6	.0026	1.2	1.4		3,648	.0013	793	3,040	2,525	60.4	34.7	22.9	28.6	14.6	29.7	1.8	5.4	.3	1.0
Nevada		10.5	.0082	2.8	2.8	2.9	8,804	.0029	838	3,144	3,086	50.4	23.7	27.1	27.9	17.5	29.2	2.9	7.3	2.1	11.5
Newton		5.7	.0033	1.4	1.4		3,315	.0011	582	2,368	2,368	62.7	38.7	25.9	34.6	10.2	22.4	1.1	3.6	.1	
Ousehita		37.8	.0219	10.5	10.9	20.9	39,210	.0132	1.037	3,734	3,596	38.4	15.4	27.3	23.8	26.6	37.9	5.3	11.4	2.4	11.
Camden	10 (17.7	.0103	5.3	5.9		22,100	.0074	1,249	4,170	3,714	35.7	13.5	27.2	22.2	27.8	37.3	6.3	12.8	3.0	14.3
Perry		3.7	.0022	.9	1.0		2,783	.0009	752		2,539	58.6	33.3	26.0	32.3	13.2	26.8	1.6	4.8	.6	2.1
Phillips		46.7	.0271	12.8	14.2	19.6	42,992	.0144	921	3,359	3,012	52.1	24.7	25.5	26.3	16.4	27.6	3.9	10.1	2.1	11.3
Helena-West Helena		81.1	.0123	6.8			27,264	.0091	1,292	4,009								1			
Helena		12.8	.0074	4.2	4.9		16,487	.0056	1,288	3,925	3,344	48.1	20.1	25.4	23.0	17.8	26.3	5.2	11.7	3.5	18.5
Pike		6.6	.0039	1.8	1.0		5,752	.0019	872	3,196	2,994	47.5	22.9	28.3	29.7	19.8	33.8	3.3	8.6	1.1	5.
Poinsett		28.0	.0163	7.0	7.0	4.7	23,105	.0078	825	3,201	3,272	48.7	21.7	27.5	26.5	17.3	27.3	3.8	9.2	2.7	15.
Polk		11.0	.0084	3.1	3.1	3.5	8,708	.0029	792	2,809	2,775	53.8	28.3	27.4	31.2	15.4	28.7	2.5	7.2	.9	4.
Pepe		18.8	.0100	8.2	6.0	9.3	17,542	.0059	933	3,373	2,915	49.9	24.4	26.5	28.2	19.0	32.9	3.4	9.0	1.2	5.
Russellville		9.3	.0058	2.8	3.6		11,376		1,223	4,063	3,149	44.2	19.2	25.7	24.3	23.0	35.6	5.2	12.2	1.9	8.
Prairie		11.0	.0064	2.7	2.7		8,390	.0028	764	3,111	3,002	49.5	23.9	29.1	30.6	16.4	28.2	3.4	8.7	1.6	8.
Pulaski	81	285.1	.1483	76.6	85.0	186.6	374,635	.1256	1,469	4,991	4,402	27.8	8.8	24.9	17.1	32.8	36.8	9.4	16.0	5.1	21.
North Little Rock		178.0	.1034	85.7			235,250	.0956	1.608	5,121						1				1	
▲Little Rock	1111	124.2					213,763			5,453	4,635	25.0	7.3	23.1	14.5	34.5	35.7	11.0	17.2	6.4	25.
A North Little		53.8	.0312	16.5	17.2		71,466	.0240	1,328	4,331	4,144	29.2	10.1	27.1	20.3	32.5	40.0	7.8	14.5	3.4	15.
Randolph		11.8	.0089	2.8	3.3	2.9	9,473	.0032	803	3,267	2,868	51.4	25.6	27.1	29.5	17.1	30.2	3.2	8.5	1.2	6.
St. Francis		35.5	.0200	9.0	9.7	9.2	28,685	.0098	808	3,187	2.937	54.6	26.8	25.7	27.3	14.4	25.1	3.2	8.4	2.1	12.
Forrest City		9.2	.0054	2.9	2.9		10,342	.0035	1,124	3,566	3,548	45.8	18.8	25.9	23.1	19.8	28.9	5.2	11.6	3.3	17.
Saline		29.0	.0169	7.0	7.6	12.4	26,962	.0090	930	3,852	3,502	33.0	13.4	32.0	28.2	28.2	40.5	5.2	11.2	1.6	8.
Benton		10.4	.0060	3.2	3.2		12,400	.0041	1,193	3,877	3,817	30.2	11.5	31.7	26.2	30.0	40.5	6.0		2.1	9.
Scott		4.5	.0020	1.4	1.4		3,960	.0014	810	2,834	2,699	51.9	27.9	30.6	35.8	15.4	29.5	1.7	4.9	.4	1 1.
Searcy		8.6	10000	-	1		5,913				2,458	58.6	34.8	28.3	36.6	11.8	24.9	1.2	3.7	.1	
Sebastian	80	69.1	.0402					1				30.8	10.7	28.2	21.3	30.6	37.8	6.4	12.0		
▲Fort Smith		59.9	.0349	18.1	20.	4	84,400	.0283	1,409	4,466	4,128	30.0	10.8	28.0	20.7	31.2	38.0	6.6	12.2	4.2	18.
Sevier		7.1	7.00	7.	1					3,193	3,025	46.6	22.3	29.4	30.5	20.0	33.8	2.7	7.0	1.3	3 6.
Sharp		6.1	2000	7.00			4,57							-	33.4	12.6	26.1	1.4	4.8	.1	1.
Stone		5.3					3,59				-				33.0	13.2	26.8	1.5	4.7		5 2
Union		62.4					4.7							1	. 17.7	32.1	39.9	7.9	14.0	3.8	5 16
El Dorado		25.					38,26												16.5	2 4.1	7 19
Van Buren	.1	0.3	.003	6 1.	7 1.	BI	4,62	.001	74	5 2,71	2,502	2 60.9	35.5	28.1	33.1	1 10.7	22.1	1.4	4.5	2 1 .1	9 5

1 Texarkana is in Bowie County, Texas and Miller County, Arkansas. SM Standard (Δ) and Potential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.



ere's a TRUE LOOK...

At the FORT SMITH, ARKANSAS

INTERSTATE MARKET!

15-COUNTY AREA

Population	324,000
Families	94,680
Retail Sales\$	278,701,000
Spendable Income\$	346,182,000

METROPOLITAN AREA

Retail Sales per\$5,101.00 Household ...

- · 31% above U.S. Average
- 80% above Arkansas Average

Fort Smith ranks 36th in Retail Sales per Household among the 202 U.S. Metropolitan Areas.

ARKANSAS- OKLAHOMA INTERSTATE MARKET

If you lived in the Fort Smith 15-county Interstate Market, you'd know that this is one BIG EXCEPTION to the Bureau of Budget's metropolitan rankings.

Arkansas' NEW No. 1 **Metropolitan Area**

Fort Smith is the only defined metropolitan area in Arkansas ranking above both the national and Arkansas averages for retail sales per household. Yes, Fort Smith is truly Arkansas' NEW No. 1 Metropolitan Area. All figures from SRDS, March, 1958

SELL ALL THIS MARKET WITH JUST TWO NEWSPAPERS-

west American

Represented Nationally by Arkansas Dailles, Inc.

		0		BTIMAT	ION E8, 1/1/	58		FECTIVE YING IN		_ 0	ES CES	TIMAT	ES, 16	157	The	"SM" estima	symb	ols ma SALES	rk orig	ginal, e AGEME	Kelu- NT.
COUNTIES	Me- tro-			House-	Con- sumer	Urban								line	come B	reakdov	wn of F	lousehe	lds		
(centinued)	poli- tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsid.	per C. S. U.	\$0-2 % Haids.	%	\$2,500 % Hslds.	%	\$4,000 % Hslds.	%	\$7,000 % Helde.	-9,999 % ins.	\$10,000 % Halds	%
Washington,		51.0		14.9	2000	25.7	59,940	.0201		4,023	3,326	43.2	17.9	26.7	24.3	22.4	33.1	4.9	10.8	2.8	13.9
Fayetteville		18.1	.0105	5.1	8.3		29,328	.0098	1,620		3,502	37.7	13.1	21.3	16.1	28.6	85.5	7.8	14.7	4.6	20.6
Springdale		7.6	.0045	2.4	2.4		8,493	.0028	1,118	3,539	3,523	38.8	16.1	32.2	28.8	22.6	33.3	3.9	8.7	2.5	13.1
White		33.8	.0197	9.6	10.1	7.2	20,588	.0100	875	2,082	2,916	51.0	25.3	28.2	30.4	16.6	29.2	2.7	7.3	1.5	7.8
Searcy		7.2	.0042	2.2	2.7		9,308	.0032	1,293	4,231	3,412	41.4	16.6	26.0	23.3	23.6	33.6	5.0	10.9	3.1	15.6
Woodruff		14.8	.0086	3.7	3.8		10,510	.0035	710		2,698	56.9	30.7	25.8	30.1	14.0	26.8	2.2	8.4	1.1	6.0
Yell		10.5	.0001	2.9	2.9		8,136	.0027	775	2,606	2,719	53.0	28.4	29.5	34.3	14.9	28.3	1.9	5.4	.7	3.6
Total Above Cities		\$77.9	.3360	179.0	204.3		814,506	.2731	1,409	4,550	3,987	33.9	11.8	25.3	19.2	29.1	36.0	7.5	14.1	4.2	18.9
State Tetal		1,779.3	1.0345	495.7	529.8	718.4	1,820,334	.6103	1.023	3.872	3,436	43.0	18.4	26.4	24.1	22.2	33.0	4.0	11.0	2.6	13.5

		SM	POPULA ESTIMA	TES, 1/	1/86	SM	E. B. I. ESTIM	ATES	, 1957			SM	POPUL/ ESTIMA	TES, 1/	1/88	SM	E. B. I. ESTIM	ATES,	1957
METRO. AREAS	Tetal (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pop. (thou- sands)	Net Dollars (\$000)	% of U.S.A.	Per Cap- Na	Per H'so- held	METRO, AREAS	Total (theu- sands)	% of U.S.A.	Human- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pop. (theu- sands)	Net Dollars (\$000)	% of U.S.A.	Per Cap- ita	Per H'se- hold
Fort Smith	69.1	.0402	21.4	22.8	61.0	93,370	.0313	1,351	4,383	△Texarkana	106.2	.0618	31.1	32.0	53.7	118,078	.0396	1,112	3,787
Little Rock	255.1	.1483	78.6	85.8	186.6	374,635	.1256	1,466	4,891	Total Above Areas	430.4	.2503	120.1	139.8	301.3	586,083	.1965	1,362	4,540

	Me-			RE	TAIL S	ALES-	SH	ESTIM	ATES,	1957						
COUNTIES	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Hetail Sales	Buying Power Index	Quality Index	Index of Sales Preduction	Food (\$000)	Eating & Drink. Places (3000)	General Mdse. (\$000)	Apparel (\$000)	Furn,= House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$600)
Arkanses		33,462	.0167	4,021	,0121	90	125	0,105	748	2,613	667	992	4,982	2,584	4,891	864
Stuttgart		23,570	.0118		.0069	128	219	3,640	502	1,200	506	332	8,443	1,778	8,702	612
Ashley	- 1	19,038	.0095	3,001	.0082	70	81	5,027	561	3,782	649	209	4,326	1,907	1,235	848
Baxter		6,688	.0034	3,185	.0032	73	77	1,666	347	232	315	91	1,601	921	417	265

€ SM, 1958.

Before using these figures read foreword, page 13.



...this circle proves You get MORE in LITTLE ROCK!

Within a 400 mile radius of Little Rock, you'll find the greatest concentration of population and buying power in the entire Southwest! Surprised? Well, here's the Southwest's Top Ten Markets based on population and buying power:

- 1. LITTLE ROCK
- 2. Tulsa
- 3. Shreveport
- 4. Dallas
- 5. Wichita
- 6. Fort Worth
- 7. Oklahoma City
- 8. Beaumont
- 9. Houston
- 10. Austin

what's more, there're three major railroads with 12 directional routes . . . 26 highway carriers with eight main directional routes . . five airlines with eight directional routes . . . You and your product are within hours of every major market in the area!

For complete details . . . contact:

Trade Development Department

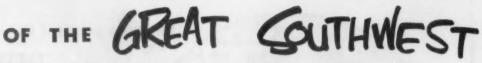
LITTLE ROCK CHAMBER of COMMERCE

ARKANSAS	Me-			RET	TAIL S	ALES-	SH I	STIM	TES, 1	957		The	e "SM" s	ymbols me by SALES	erk original MANAGE	, exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retnil Sales (\$000)	% of U.S.A.	Per Heid. Rotali Salos	Buying Power Index	Quality Index	index of Sales Production	Feed (\$000)	Eating & Drink. Places (\$000)	General Mdss. (\$000)	Apparel (\$000)	Furn.e House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Benten		25,401	.0126	2,518	.0131	00	67	4,262	502	1,555	833	800	4,064	2,396	1,731	960
Boons		13,300	.0067	3,340	.0057	73	86	3,409	463	1,785	661	587	3,384	819	1,016	446
Bradley		11,499	.8058	3,382	.0051	88	77	2,543	507	1,389	434	456	3,128	867	886	234
Calhoun		2,507	.0012	1,791	.0017	53	38	915	144	400	***	42	357	278	124	78
Carrell		6.371	.0032	1,801	.0036	63	56	1.233	377	502	65	190	1,189	548	431	243
Chicat		13,915	.0070	2,577	.0008	82	84	3,250	489	901	1,070	123	2,120	1,915	2,642	476
Clark		15,324	.0078	2,801	.0078	88	87	3,726	811	1,363	697	888	3,366	1,292	1,297	533
Clay		18,052	.0005	2,381	.8070	80	86	3,843	100	1,202	222	888	1,843	954	2,970	244
Cleburne		3,613	.0018	1,807	.0022	51	42	500	8	528	53	88	1,216	203	176	142
Cleveland	-	2,047	.0011	1,279	.0018	53	32	691	45	485	13	114	63	204	128	49
Columbia		20,801	.0103	3,059	.0101	71	72	3,872	568	1,748	1,490	1,042	8,255	1,919	1,972	646
Magaolia		17,772	.0089		.0086	97	131	2,834	288	1,033	1,426	970	6,096	1,589	1,934	523
Conway		9,881	.8660	2,748	.0048	80	81	2,887	707	1,025	515	616	1,778	892	733	243
Craighead		38,872	.0194	2,948	.0203	70	67	9,065	1,031	3,868	2,745	2,275	8,370	3,010	5,029	1,202
Jonesboro		31,252	.0186		.0106	109	158	6,370	898	1,871	2,617	2,126	8,176	2,014	4,015	984
Crawford		10,610	.0053	1,798	.0070	58	44	3,475	397	493	385	402	2,487	965	480	528
Crittenden		38,734	.0194	2,848	.0188	61	63	7,202	1,344	2,077	1,072	1,276	15,266	3,072	3,319	761
West Memphis	7	26,578	.0133		.0000	84	125	3,755	942	472	708	1,089	12,499	1,811	2,769	545
Gress		13,283	.0006	2,290	.0078	80	51	2,886	323	1,399	571	500	3,649	797	2,389	870
Daflas		10,002	.0083	3,887	.0045	88	82	2,253	202	888	451	451	4,181	900	542	199
Desha		18,647	.0078	2,008	.0081	61	80	4,238	389	1,202	606	439	3,408	1,181	2,733	451
Drew		9,088	.0046	2,451	.0060	82	57	3,123	103	1,174	373	311	2,179	417	849	311
Faulkner		15,291	.0076	2,862	.0083	84	59	3,780	524	1,957	613	927	3,513	1,768	1,147	487
Conway		18,657	.0068		.0055	92	118	3,149	301	1,629	613	927	- 3,518	1,379	1,077	834
Franklin		5,577	.0028	2,324	.0031	61	55	985	228	1,088	99	446	1,184	472	438	174
Fulton		3,074	.0015	1,921	.0019	84	43	582	108	342	41	107	878	800	62	66
Garland	-	53,273	.0267	3,437	.0249	87	93	12,281	5,409	4,482	4,788	2,537	10,481	3,942	2,058	2,102
Hot Springs		50,395	.0253		.0200	104	131	11,139	4,958	3,993	4,697	2,837	10,889	3,506	1,974	2,103

O SM, 1958.

Before using these figures rend foreword, page 13.

In the



ONE TV STATION DOMINATES A 3-COUNTY AREA WITH POWER, PROGRAMS, PROMOTION-AND RESULTS!



—the nearest CBS Station in ARKANSAS is in Little Rock, 155 miles away.

TEXARKANA

Represented By Venard, Rintoul & McConnell, Inc.

ARKANSAS	Me-			RET	TAIL S	ALES-	JH E	STIMA	TES, 1	957		alve	estimates	by SALES	irk original MANAGE	MENT.
COUNTIES CITIES (continued)	tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hisld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Grant		3,484	.0017	1,584	.0024	82	37	1,310	72	319	176		601	452	240	8
Greene		16,909	.0084	2,562	.0091	83	88	3,792	839	1,127	1,356	1,100	3,007	1,145	2,508	37
Paragould		15,244		-,	.0058	89	117	3,175	773	968	1,355	1,030	3,097	981	2,412	
Hempstead		14,563		2,748	.0071	86	88	4,133	248	1,619	467	825	4.381	907	982	43
Hope		13,208	.0066		.0049	86	120	3,449	248	1,209	467	825	4,381	877	879	39
Hot Spring		14,917	.0075	2,131	.0096	84	80	4,316	618	1,027	554	427	4,120	1,621	900	480
Howard		7,686	.0038	3,194	.0033	63	73	1,626	145	1,071	217	314	2,372	427	981	341
independence		14,828	.0074	2,746	.0072	64	08	2,897	506	1,242	840	615	4,409	1,325	1,314	321
Batesville		12,850	.0064		.0042	100	152	2,190	477	814	840	615	4,226	1,029	1,115	271
lzard		2,785	.0014	1,857	.0018	56	44	378	***	598	113		920	200	299	61
Jackson		20,631	.0103	2,947	.0099	88	66	3,267	1,297	1,732	1,190	1,464	4,454	1,885	3,478	541
Newport		15,453	.0077		.0047	118	193	1,992	709	893	1,190	1,148	3,923	1,144	3,281	460
Jofferson		80,063	.0300	2,513	.0335	60	61	18,455	2,496	4,388	4,782	2,969	12,681	5,035	3,904	1,525
Pine Bluff		54,289	.0271		.0225	89	108	16,118	2,209	3,611	4,392	2,911	12,250	4,230	3,430	1,489
Johnson		8,231	.0041	2,286	.0044	62	88	2,506	453	611	328	288	1,437	620	719	159
Lafayette		5,894	.0030	2,105	.0038	59	47	1,518	113	533	313	180	1,400	681	801	151
Lawrence		11,917	.0059	2,907	.0067	62	84	2,846	377	1,261	368	1,474	2,141	1,298	1,403	245
Loo		12,708	.0064	2,083	.0078	57	46	2,794	304	1,784	261	544	1,959	1,187	2,295	358
Lincoln		4,191	.0021	1,497	.0031	48	32	788	66	1,102	21	132	1,050	589	304	124
Little River		4,800	.0023	1,917	.0031	60	44	1,468	84	214	255	100	1,314	513	268	187
Logan		9,380	.0046	2,468	.0060	60	86	1,781	402	1,648	221	380	2,381	1,145	295	239
Lonoke		19,193	.0096	3,146	.0092	70	73	4,800	462	1,923	407	282	5,280	1,700	2,945	384
Madison		3,133	.0016	1,492	.0024	48	32	795	61	367	182	184	788	182	267	40
Marion		2,499	.0012	1,922	.0015	58	48	1,023	101	418	30	87	136	116	118	82
Miller	273	34,006	.0171	3,217	.0189	74	80	6,240	2,094	4,902	2,955	1,470	8,740	3,925	1,110	772
Tezerkene (Ark)		67,779	.0338		.0878	91	113	18,975	3,997	10,359	4,581	3,598	11,848	8,140	8,874	2,396
1△Texarkana		32,306	.0161		.0113	97	139	5,512	2,406	4,595	2,885	1,470	5,652	3,831	1,110	772
Mississippi		58,827	.0294	3,286	.0274	67	72	16,247	1,473	4,132	3,191	2,645	15,018	2,795	8,279	1,546
Blytheville		28,799	.0144		.0104	97	135	6,693	964	2,032	2,360	1,745	7,862	1,049	3,550	780
Osceola		14,252	.0071		.0039	122	222	2,426	231	440	606	551	8,550	411	3,140	317
Monros		12,080	.0000	2,586	.0064	62	88	3,012	652	1,381	359	347	1,812	1,561	1,284	308
Montgomery		2,001	.0010	1,688	.0015	58	38	819	78	808	***		284	294	101	41
Nevada		5,874	.0029	2,008	.0036	88	47	1,535	181	549	255	123	1,685	526	591	179
Newton		413	.0002	295	.0012	36		193	80	60	***		***	41		26
Ouachita		22,888	.0115	2,180	.0145	66	53	8,584	1,000	2,209	1,180	1,067	5,312	2,198	1,601	604
Camden		18,166	.0091		.0085	83	88	4,094	669	1,683	1,160	941	5,251	1,451	1,306	434
Porry		1,235	.0008	1,372	.0010	45	27	351	***	420	***		292	77	51	
Phillips		30,062	.0150	2,348	.0172	63	55	8,153	992	3,008	2,184	1,585	8,290	1,007	3,442	386
Helena-West Helena		28,580	.0118		.0104	85	98	6,194	753	1,798	1,813	1,835	5,158	961	8,495	741
Helena		18,846	.0094		.0071	96	127	5,032	623	1,455	1,768	1,141	4,735	639	2,122	552
Wico		5,103	.0028	2,838	.0024	62	64	908	114	616	77	24	1,839	620	410	193

1 Texarkana is in Bowle (Tex.) and Miller (Ark.) counties. SM Standard (A) and Potential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1956.

ARKANSAS	Mo-			RET	TAIL S	ALES-	JA E	STIMA	TES, 1	957		The	"SM" s	ymbols ma by SALES	rk original, MANAGE	exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparei (\$000)	Furna House- Appl. (3000)	Auto- motive (\$000)	Gas Stations (\$600)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Poinsett		24,622	.0123	3,517	.0109	87	78	5,278	987	2,113	928	1,112	4,067	1,679	8,247	901
Polk		8,567	.0043	2,784	.0040	63	67	1,920	416	1,134	306	400	1,789	913	596	310
Pape		15,836	.0079	3,045	.0075	80	72	3,523	500	1,259	710	1,319	3,844	1,205	1,411	471
Russellville		13,341	.0067		.0050	91	122	2,753	440	688	096	1,252	3,709	831	1,115	340
Prairie		7,422	.0037	2,749	.0038	58	58	1,666	387	637	105	556	1,019	1,108	1,479	267
Pulaski	81	268,560	.1342	3,506	.1327	89	- 90	57,425	17,484	44,987	13,678	12,973	82,218	19,513	14,304	8,964
North Little Rock		259,721	.1897		.1074	104	185	\$3,507	10,989	44,290	12,949	18,845	61,688	18,193	13,631	8,83
▲Little Rock ▲North Little		198,413	.0991		.0800	111	137	40,974	13,788	41,208	11,490	9,323	40,693	11,582	9,354	7,229
Rock		61,308	.0306		.0274	88	98	12,533	3,201	3,018	1,459	3,522	20,995	6,611	4,277	1,608
Randolph		8,596	.0043	2,964	.0043	62	62	1,384	186	865	359	268	2,707	683	1,238	327
St. Francis		21,532	.0108	2,392	.0122	59	\$2	8,727	931	1,984	1,232	929	4,022	1,730	3,193	481
Forrest City		15,607	.0078		.0052	96	144	3,873	634	1,089	956	728	8,343	1,343	2,130	488
Saline		19,168	.0095	2,738	.0107	63	56	5,080	324	3,205	433	337	6,129	1,595	1,247	424
Benton		15,845	.0079		.0056	93	132	3,679	257	2,403	433	337	5,646	1,027	1,242	424
Scott		4,325	1	3,089	.0019	68	79	1,103	458	307	34	98	1,067	543	374	127
Searcy		3,828	.0019	1,663	.0026	82	38	826	68	417	80	185	1,318	363	314	127
Sebastian	50	95,864 92,136		4,480	.0380	96 100	110 133	19,720 18,337	5,896 5,665	12,345 11,383	5,953 5,953	4,331 4,187	24,285	6,304	7,638	2,811
Sevier		8,171	.0031	2,939	.0029	66	70	1,445	351	718	74	84	1,575	580	317	311
Sharp		1,986	.0010	1,241	.0018	81	20	582	86	293	***	***	480	353	67	77
Stone		2,988	.0015	2,298	.0017	55	48	512	124	728	116	43	816	76	284	193
Union		54,551	.0272	3,565	.0251	83	89	14,380	2,082	4,794	2,727	3,895	13,613	4,267	3,036	1,85
El Dorado		44,463	.0222		.0161	107	148	10,592	1,499	4,211	2,511	3,409	10,815	3,639	2,879	1,41
Van Buren		3,175		1,868	.0020	. 56	44	509	104	227	91	104	540	182	228	
Washington		43,077	.0215	2,891	.0224	75	72	8,840	2,040	3,148	1,694	1,507	8,896	2,690	3,309	1,36
Fayetteville		22,727	.0114		.0104	99	100	4,264	1,095	1,847	1,234	1,172	5,686	1,388	1,717	1,00
		12,669			.0042	93	140	2,410	403	710	448	252	2,861	864	831	220
White		28,175		2,935	.0132	67	72	5,062	925	6,081	777	786	6,938	2,348	2,610	007
Searcy		18,987	.0095		.0053	126	226	2,755	400	4,654	690	559	5,936	899	1,473	48
Woodruff		8,380 7,280	.0042	2,287 2,510	.0047	55 61	49 81	2,163 781	179 212	2,061 919	334 52	271 108	1,011	710 425	236 236	280
Total Above Cities		882,132	.4406		.3361	100	131	183,767	44,864	99,109	53,460	45,099	224,767	62,139	70,421	26,43
State Total		1,455,289	.7271	2,936	.7302	71	70	333,678	85,850	167,301	70,594	64,538	336,457	117,098	128,328	43,73
METRO. AREAS				RE	TAIL S	ALES-	SH E	STIMA	TES, 1	987						
Fort Smith	50	95,884	.0479	4,480		95	119	19,720		12,345	5,953	4,331	24,265	6,900	7,630	2,81
North Little Rock	81	960 860	1949	2 000	1222		-	ET 400	17 404	44 000	12 020	10 000	-	10 000	10 504	p 20
ATexarkana	273	268,566 86,172	.1342	3,506 2,771	.1327	73	70	57,425 18,595	17,484 4,871	44,967 11,763	13,078 5,207	12,973 4,164	62,218 18,875		14,304 4,390	3,00
Total Above Areas		450,596	.2252	3,490	.2158	86	90	95,740	28,353	89,075	24,238	21,468	103,358	36,346	28,333	14,78

CALIFORNIA — (Other Pacific States: Oregon, Washington.)

Maps, pages 242, 244	(18)			NU	MBEI	R OF	OUT	LET	8		
City County	Pap. (the	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
AlamedaAlameda	78.7	465	121	84	37	37	36	13	38	9	16
AlbanyAlameda	20.2	140	30	32	7	7	7	11	12	3	2
AlhambraLos Angeles	56.2	590	74	87	58	78	55	43	70	24	17
AlisalMonterey	17.3										
Altadena											
TownshipLes Angeles	50.6	-							9		
AnahelmOrange	84.2	267	46	37	16	31	28	25	40	19	7
Antioch Contra Costa.	15.8	194	34	37	18	15	15	11	19	12	3
ArcadiaLos Angeles	39.4	329	35	42	41	41	24	17	42	22	
Arcata Humboldt	5.2	110	18	19	6		9		12	6	4
Auburn Placer	5.0	146	27	22	9	8	8	15	16	10	8
AzusaLos Angeles	19.6	139	22	21	11	15	11	8	17	7	8
Bakersfield Kern	47.5	1,103	200	250	71	87	78	72	165	42	28
Barstow San Bernar-										1	
dino	10.4	143	14	30	10	11	6	12	28		4
BellLes Angeles Belvedere	18.7	220	36	47	22	7	13	18	32	16	. 8
Township., . Les Angeles.,	49.0										

	(3)			NU	MBE	R OF	OUT	LET	8		
City County	Pop. (thous.	Total	Foed	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auts.	Gas Sta.	F-8-H	Drugs
BerkeleyAlameda	122.7	1,155	271	163	85	87	93	54	110	37	31
Beverly Hills. Los Angeles.	30.9	614	44	67	52	153	43	16	41	16	34
BrawleyImperial	13.8	178	20	54	8	12	11	8	24		4
BurbankLos Angeles	94.2	949	104	171	82	78	78	80	121	51	28
BurlingameSan Mateo	22.1	280	51	45	15	50	24	19	20	8	1
CalexicoImperial	8.4	110	13	22	17	15	6	3	10	8	4
Carmel-by-											
the-SeaMonterey	8.2	149	18	23	9	30	9	1	11	4	1
ChicoButte	15.0	337	52	54	34	31	23	10	29	19	11
Chuia VistaSan Diege	36.7	245	39	41	11	32	15	9	29	20	4
ColtonSan											
Bernardine	18.8		31	-		7	13		32	8	1
ComptonLos Angeles	72.7		98			36	35	68	74		- 1
Cencerd Centra Costa.	26.6		30			17	16	13		7	1
CoronaRiverside	13.0		21	-	-	11	13	8	37	11	
CeronadeSan Diege	18.2	114	18	23	- 5	18	8	4	8	3	1
Costa MesaOrange	23.1	377	21	23	20	18	28	18	29	23	7
GovinaLos Angeles.,	14.4	126	13	18	4	18	9	10	16	13	1

*

Before using these figures read foreword, page 13.

^{*} Net Available.

C SM, 1958.



...and on the Pacific Coast they see Foster and Kleiser's "New Look" Outdoor Advertising.

F&K's "New Look" in California, Washington, Oregon and Arizona is the planned result of creativity, applied market research, and careful merchandising.

Find out about F&K's New Look ...

OUTDOOR FOSTER and KLEISER SAN FRANCISCO

CALIFORNIA	3	NUMBER OF OUTLETS													
(beuntinea)	(the	-8	-	44	- ·	le de	K	2		Ŧ	=				
City County	Pop	Total	Food	Drink.	Ren	Apparel	F.H.	Auto.	Gas Sta.	L-8-H	Dra				
Culver CityLos Angeles	35.1	391	35		42	37	39	27	50	22	1				
Daly CitySan Matee	33.0		54		13	16	12	19	17	12					
DolanoKorn	11.2		31	35	7	20	10	12	100	13					
DinubaTulare East	5.4	132	22	14	16	13	12	11	8	8					
Bakersfield Kern	58.7				-					-					
El CajonSan Diego	27.9		38	32	18	20	15	18	24	13					
El CentroImperial	18.2	-	31 29	45	14	22 11	13	16	31	19					
El CerritoContra Cesta. El MonteLos Angeles	11.5		35	44	25	33	31	39	35	12					
EscondidoSan Diego,	10.9		30		16	19	19	11	28	9					
EurekaHumboldt	29.3		70		33	42	24	29	37	25	1				
Fairfield Solano	12.4	99	18	22	5	7	7	8	8	7					
FremontAlameda	26.8														
FresnoFresno		2,050	384	353	157	164	165	100	257	75					
FullertunOrange	48.6	219	26	41	12	21	24	15	30	12					
GardeniaLos Angeles	31.0	296	42	52	28	15	17	14	44	25					
Garden Greve.Orange	58.9														
Gilroy Santa Clara	6.3	145	16	36	10	10	10	13	21	5					
GlendaleLos Angeles		1,199	164		106	128	108	80	128	58	1				
Grass Valley Nevada	5.3	173	19	37	12	14	20	11	16	10					
HanfordKings	11.2	243	34	35	14	25	15	19	26	21					
HawthorneLos Angeles	33.3	235	36	40	19	27	20	15	21	12					
HaywardAlameda,	57.7	466	89	81	35	38	40	26	58	21	1				
BeachLos Angeles., Huntington	16.5	196	27	55	12	13	17	19	9	9					
ParkLos Angeles.,	31.7	602	60	123	53	99	40	26	57	18	1				
IndleRiverside	8.9	152	9	35	13	10	12	8	29	10					
InglewoodLee Angeles	51.2	774	84	135	69	78	84	47	88	37	1				
La MesaSan Diego	24.4		25	24	21	18	19	11	25	10					
Laguna Beach, Orange	8.8	203	27	46	9	24	. 11		17	10					
Lakewood, Los Angeles	80.7								0						
LodiSan Jeaquin.	18.0	354	- 56	73	21	34	30	26	38	25					
Long BeachLos Angeles		3,192	473		252	280		175		112	7				
Los Angeles Los Angeles	2828.1				2475				2677	780	61				
Los GatosSanta Clara	7.0		25	25	9	18	14	15	15	8					
LynwoodLos Angales	30.9		35		27	23	21	17		17					
Madera, Madera Manhattan	14.2		66		16	19	7	14	39	21					
BeachLos Angeles	33.3		20		13	12	10	3	19	9					
MartinezContra Costa.	9.3		29	38	10	14	12	14	23	8					
MarysvilleYuba	9.2	2000	48	76	20	33	21	22	37	15	1				
MaywoodLos Angeles	16.0		23	87	16	10	12	7	20	9					
Menlo ParkSan Matee	29.2		50	-	13	30	22	8	20	17	1				
MercedMerced	20.7	366	81	76	28	34	22	24	33	21					
Mill ValleyMarin	9.0		28	21	12	8	8	9	11	7					
MillbraeSan Maiso	14.9		19	18	7	6	7	4	9	9					
Viodesto, Stanislaus	35.2		127	136	58	78	48	53	88	33	2				
VanroviaLos Angeles VantebelleLos Angeles	25.7	282 282	37 40	41 81	21 32	18 24	28 21	25	32	15 15	1				
Monterey Los Assolas	33.9	200	20	32	33	12	17	10	25						
ParkLos Angeles	2277	200	-	81	28			-		-					
Vionterey Monterey Viountain	22.0		47			38	17	28	32	18					
ViewSanta Clara	20.2		81	36	13	17	24	19	29	18					
lapa	17.4		48	88	24	28	28	21	34	18	1				
National City., San Diege	32.7	261	47	48	26	10	15	19	31	12					

	7	NUMBER OF OUTLETS											
	o. (thouse.	Fotal Outlets	7	Eat. & Drink.	Gen'l. Mdse.	larel	F-H-A	to.		H-8-H			
City County	Pep.	FO	Food	35	38	\$	-	Aurto	Gas Sta.	3	Druge		
Newport													
BeachOrange	21.8	180	14	47	10	17	12	13	24	10			
Vorth									-	-			
Sacramente, Sacramente	9.5			31	7		17	23	-	15	11		
Dakland Alameda			1,124	1044	358	378	273	210	-	143	11		
DesansideSan Diege	21.7		20	01	0	21	20	-		10			
OntarioSan	24.1												
Bernardino	43.6	323	48	48	28	28	37	28	38	21			
Orange Orange	21.6			23	18	8	18		1 22	8			
DrovilleButte	6.1			27	12	21	19	17	25	14			
OxnardVentura	30.3	328	48	81	21	35	28	28	29	17	1		
Pacific Grove, Monterey	11.2	82	12	13	14	7	18		10	2			
Palm Springs . Riverside	13.7	191	26	43	14	41	7	5	27	2			
Palo Alto Santa Clara .	49.2			59	50	70	39	28		27			
PasadenaLos Angeles	121.7	1,422	177	219	116	153	132	73	164	66	1		
Pase Robles . San Luis									-	-			
Oblepo	8.4			33	8	8	18	14	17	22			
etalumaSonema	13.7	248	1	43	15	26	0	12	4	0			
MedmontAlameda MittsburgContra Costa.	10.7	318	68	82	25	23	17	8	97	18			
lacervilleEl Dorado	4.6		-	28	5	13		13	12	12			
omonaLos Angeles	80.7	503		102	39	84	43	50		32			
orterville Tulars	8.5		34	47	13	22	15	16	16	18			
led BluffTehama	5.7	138	16	18	9	7	7	16	23				
ReddingShasta	13.5			68	26	18	20	27	45	10			
RedlandsSan		-		-	-	-				-			
Bernardine	23.2	249	45	29	19	24	19	18	33	13			
Redende													
BeachLos Angeles	45.1	319			32	23	20	10		13			
Redwood City.San Matee.,.	45.3	396	80	79	33	32	27	27	48	16	1		
leedleyFreene	5.7	125	28	23	8	7	12	10	12		١.		
lichmondContra Costa.	77.1	770	190	148	50	48	47	56	78	33			
liversideRiverside	77.9	710	96	121	51	88 11	54	48	94	37	1		
leseville Placer	11.3	158 2,498	23 453	618	154	189	7	125	239	116			
alinasMenterey	24.7	521	86	118	36	81	32	34	52	22			
an Anselmo, Marin	11.2			15	8	14	10	1	11	4			
an Bernar-	11.4	****	-										
dineSan Bernar-													
dine	88.1	1,028	143	198	71	81	80	72	132	58	1		
an BruneSan Matee	20.5	177	28	27	17	18	14		24	10			
an CarlesSan Matso	20.2	214	32	27	13	17	21	8	14	22			
an DiegeSan Diege	513.8		634	832	312	345	278	191	390	107	12		
an Fernando, Les Angeles	16.2	353	52	87	39	35	29	19	45	14			
an Francisco, San Fran-													
clace			2,323		687	787	545	228	540	250	21		
an Gabriel., Les Angeles.,	22.5			59	31	7	38	21	28	20			
an JoseSanta Clara	132.6		363	321	136	150	127	97	177	28			
an Leandre, Alameda	60.1	577	105	100	9	21	14	1	20	28	-		
an MarineLos Angeles an MateeSan Matee	14.4 87.7	108	99	100	81	80	49	18	80	28	,		
an PableCentra Costa.	18.9	194	48	83	12	3	8	7	22	9			
an RafaelMarin	17.4	312	45	68	18	28	27	21	28	11			
anta AnaOrango	72.7	800	87	138	73	77	88	88	90	29	1		
anta Barbara,Santa		-				-							
Barbara	56.1	778		131	44	78	89	34	22	31	1		



Our Friends
and Competitors
(bless 'em)
are tooting
OUR horn!

It's a fact! In an independent survey, the Wall Street Journal,

Top Ten Brands and the largest morning paper in Los Angeles

ALL arrived at the same conclusion—the best two Los Angeles

metropolitan newspapers you can use to reach the greatest number
of executives in the higher income bracket are the Los Angeles

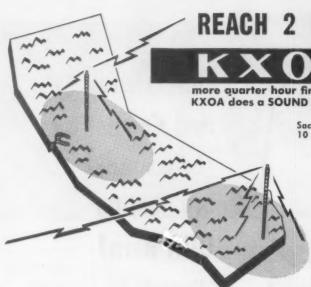
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The Los Angeles Evening

HERALD-EXPRESS

"Largest Evening Circulation in Western America"

Represented Nationally by MOLONEY, REGAN & SCHMITT, Inc.



REACH 2 GREAT INLAND EMPIRES

1st PLACE

SACRAMENTO PULSE, OCT., 1957

more quarter hour firsts 6:00 a.m. to midnight KXOA does a SOUND SELLING job in a BIG BILLION DOLLAR Market

Retail Sales Sacramento County \$599,612,000
10 Surrounding Counties—all or portions covered 682,404,000

\$1,282,016,000

Population Sacramento County
10 Counties, portions covered 428,100 560,300

REP-McGAVREN-QUINN or Howard Haman, V.P.

988,400

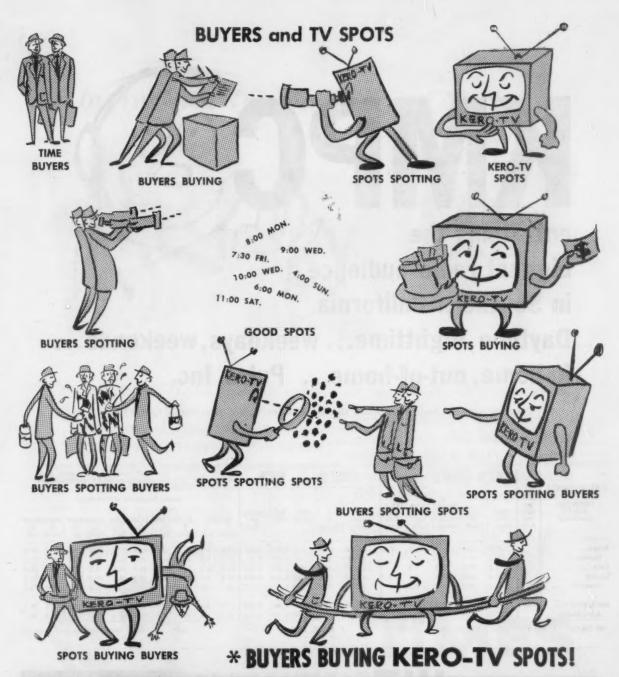
EL CENTRO-IMPERIAL VALLEY OVER 50% OF VALLEY AUDIENCE FOR 32 YEARS

(Every Survey)

NATION'S 7th FARM COUNTY

Rep—Raymer or Riley Gibson, Pres. KXO-KXOA

04115058114		0	EFFECTIVE BUYING INCOME— ESTIMATES, 1987 The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.																		
	Me- tre-			House-	Con- sumer	Urban								Inc	come B	Ireakdov	vn of H	louseho	ids		
	tan Area	(thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Doilars (000)	of U.S.A.	Per Capita	Per Hskl.	per C. S. U.	\$0-2 % Halds.	%	\$2,500 % Haids.	%	\$4,000 % Haids.	%	\$7,000 Halds.	-9,999 % Inc.	\$10,000 Halds	0%
Alameda	130	882.9	.5133	298.7	332.4	867.4	1,992,374	.6680	2,257	6,670	5,994	18.4	3.7	15.3	7.9	42.8	36.6	17.3	22.4	9.2	29.4
▲Oakland		413.5	.2404	142.5	161.7		955,641	.3204	2,311	6,706	5,906	14.5	3.5	15.3	8.0	43.9	37.7	17.4	22.6	8.9	28.2
Berkeley		122.7	.0713	40.3	54.9		320,082	.1073	2,609	7,942	5,824	14.3	3.1	12.0	5.8	42.6	33.1	18.8	22.1	12.3	35.9
Alameda		76.7	.0446	24.7	27.8		165,842	.0556	2,162	6,714	6,063	12.8	3.1	15.1	7.7	45.0	38.2	18.3	23.5	8.8	27.5
Hayward		57.7	.0336	17.6	18.9		112,481	.0377		0.72.00	5,934	14.1	3.5	15.3	8.2	45.5	40.1	17.3	23.0	7.8	25.2
San Leandro		60.1	.0349	18.8	18.9		121,689				6,432	14.7	3.5	14.5	7.4	43.2	36.5	18.5	23.7	9.1	28.9
Albany		20.2	.0117	6.5	6.5		41,849				6,428	12.7	3.0	14.4	7.4	45.1	38.3	19.4	24.9	8.4	26.4
Piedmont		10.7	.0063	3.2	3.7		38,077	.0128		11,899	10,277	6.9	.9	12.4	3.6	27.1	12.8	20.8	14.9	32.8	67.8
Fremont		26.8	.0156	7.2			44,084				5,886	16.9	4.3	16.3	9.0	42.4	38.4	16.3	22.4	8.1	25.9
		.4	.0002	.1	.1		B81				7,056	17.0	3.2	1.0	.4	38.0	25.2	27.0	27.2	17.0	44.0
Alpine		9.0	.0053	2.9			15,296			1	5.068	23.2	6.9	19.8	12.8	40.1		1000,000	18.9		
Amader			2000	25.2	-			1	7.000		1			1			42.3	11.8		5.1	19.1
Sutte		73.3	.0426	1			128,323		1			24.9	7.5	21.7	14.2	37.3	40.1	10.8	17.6	5.3	20.6
Chico		15.0	.0087	5.1	6.0		32,370				5,332	18.3	4.8	17.9	10.2	42.7	39.7	13.3	18.7	7.8	26.6
Oroville		6.1	.0035	2.4			13,562	1	1 - 1		5,414	23.3	6.5	19.4	11.7	37.1	36.5	13.0	19.4	7.2	25.9
Calaveras		9.6		3.2			16,470				4,897	22.4	6.9	20.8	13.8	41.0	44.5	11.7	19.3	4.1	15.5
Colusa		10.7	.0062	3.3	3.7	2,8	21,188	.0071	1,980	6,421	5,656	21.5	5.4	20.5	11.3	37.0	33.3	10.5	14.2	10.5	35.8
Contra Costa	130	370.7	.2155	108.3	126.7	256.1	747,250	.2508	2,016	6,900	5,894	12.2	2.9	13.1	6.9	47.4	40.0	18.8	23.9	8.5	26.3
Richmond		77.1	.0449	22,4	23.0		133,596	.0448	1,733	5,964	5,808	13.0	3.4	16.4	9.2	48.0	44.5	16.7	23.4	5.9	19.5
Pittsburg		17.1	.0099	5.0	5.7		35,007	.0117	2,047	7,001	6,068	10.8	2.5	14.2	7.1	46.8	38.7	19.1	23.8	9.1	27.9
Martines		9.3	.0054	2.8	3.5		21,896	.0074	2,354	7,820	6,228	9.7	2.1	9.2	4.4	47.4	36.8	23.6	27.8	10.1	28.9
El Cerrito		24.2	.0141	7.5	7.5		51,024	.0171	2,108	6,803	6,752	14.8	3.4	13.9	6.7	41.7	33.6	18.7	22.8	10.9	33.5
Antioch		15.8	.0092	4.8	4.8		30,228	.0101	1,913	6,298	6,173	12.5	3.1	13.8	7.3	47.5	41.5	18.9	25.0	7.3	23.1
San Pablo		18.9	.0109	5.4	5.8		32,561	.0109	1,723	6,030	5,546	13.9	3.7	15.7	9.0	48.6	45.6	16.2	23.0	5.6	18.7
Concord		28.6	.0167	8.7	8.9		52,983	.0178	1,853	6,090	5,924	18.0	4.6	14.8	8.2	42.5	38.5	17.1	23.5	7.6	25.2
Del Norte	1	17.1	.0100	5.6	6.3		30,202	.0102	1,766	5,393	4,776	20.1	6.1	22.2	14.7	41.9	45.1	11.7	19.1	4.1	15.0
Elderade		19.3	.0112	6.5								26.3	8.2	22.3	15.1	36.8	41.0	9.8	16.5	4.8	19.2
Placerville		4.6		1.5	1		10,264					14.5	3.4	13.8	7.2	43.9	36.8	18.4	23.3	9.4	29.3
Fresno	53	336.0	.1953	102.5	105.6	192.1	579,251	.1942	1,724	5,651	5,484	21.2	5.8	20.2	12.1	38.7	37.9	12.9	19.1	7.0	25.1
▲Fresno		123.2		75000			261,083					16.2	4.0	16.5	8.9	42.5	37.4	16.0	21.2	8.8	28.5
Reedley		5.7	.0033	1.5			8,853				4,921	21.1	6.0	21.7	13.4	39.1	39.5	11.8	18.1	6.3	23.0
Selma		7.7	.0045	2.3			11.606			5,046		25.3	7.8	21.3	14.4	38.0	41.5	10.5	17.3	4.9	19.0
Glenn		15.6	10000	4.7			28,569		- 49-00	-,	5,628	20.0	5.2	20.1	11.4	38.7	35.9	12.7	17.9	8.5	29.6
Flumbuidt		97.9		31.8							5,888	15.2	3.8	15.9	8.5	44.5	39.2	16.2		8.2	26.8
Eureka		29.3			1	-	-66,663	1			6,072	12.9	3.0	13.5	6.7	45.5	37.2	18.1	22.5	10.0	30.6
		5.2	1	1	1		-		2,340		1 1 2 4 5 5 7 1					1		1			
Arcata		100000000000000000000000000000000000000					12,166				6,026	10.0	2.3	15.0	7.5	47.4	38.8	18.1	22.4	9.5	29.0
Imperial		70.7	.0411	19.0		40.4					4,938	24.1	6.7	17.9	10.9	38.0	37.6	12.9	19.3	7.1	25.5
El Centro		18.2					33,474		- 1		5,411	20.1	5.2	16.6	9.4	40.2	37.3	15.2	21.4	7.9	26.7
Brawley		13.8			4.2		21,754				5,066	26.6	7.5	19.3	11.7	34.9	34.8	11.4	17.2	7.8	28.8
Calexico		8.4					11,466				4,820	23.5	6.7	18.9	11.7	38.9	39.3	12.3	18.8	6.5	23.5
Inyo		13.3									5,575	13.4	3.5	15.8	9.0	47.9	44.1	16.7	23.2	6.2	
Kern	177	276.5		82.2							5,800	17.0	4.3	16.7	9.3	42.6	38.3	15.5	21.1	8.2	
△Bakersfield		47.5		1		1	117,778				6,530	10.0	2.1	11.9	5.4	45.6	34.2	20.3	23.1	12.2	35.2
Taft		4.5	.0027	1.3			10,567	.0036	2,348	8,128	6,187	9.1	2.0	8.2	3.8	49.2	37.7	23.0	26.6	10.5	29.9
Delano		11.2	.0065	3.0	3.5		18,113	.0060	1,617	6,037	5,038	21.6	0.0	18.3	11.0	40.1	39.6	13.4	20.0	6.6	23.4
East Bakersfield		58.7	.0341	16.4	17.4		97,218	.0326	1,656		5,582	19.7	5.2	18.1	10.5	40.8	38.6	14.0	20.0	7.4	25.7
Oildale		24.1	.0140	7.6	7.8		45,500	.0153	1,888	5,987	5,963	16.0	4.1	15.4	8.7	45.2	41.2	16.4	22.6	7.0	23.4
South Bakersfield.		18.1	.0105	5.2	8.5		35,374	.0118	1,954			13.4	3.1	14.4	7.2	44.4	36.4	17.8	22.1	10.0	



KERO-TV CHANNEL 10 BAKERSFIELD CALIFORNIA

* BUYERS BUY KERO-TV SPOTS BECAUSE

KERO-TV COVERS THE FOUR LARGEST COUNTIES IN SAN JOAQUIN VALLEY — "CALIFORNIA'S SUPER-MARKET"

KERO-TV SHOWS OVERWHELMING LEADERSHIP WITH 82% OF ALL EVENING HOURS — 19 OUT OF 20 OF THE TOP-RAT-ED SHOWS IN THE LATEST ARB AUDIENCE RATINGS. (Nov. '57)

PCOOP
entertains the
biggest radio audience
in Southern California.

Daytime, nighttime... weekdays, weekends... in-home, out-of-home... Pulse, Inc.

KMPC-50,000 watts Los Angeles. A Golden West Broadcasters station. Represented by AM Radio Sales Co.

CALIFORNIA		POPULATION ESTIMATES, 1/1/58					EFFE	MATE	The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.												
	Me- tro- poli- tan Area				House-	Con-	Urban						Income Breakdown of Households								
(continued)		Total (theu- sands)	u.s.a.	helds (thou- sands)	Spend- ing Units (thous.)	Pap, (theu- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Held.	Income per C. S. U.	\$0-2,490 % % Hsids. Inc.		\$2,500-3,999 % Halds. Inc.		\$4,000-5,999 % % Hsids. Inc.		\$7,000-9,998 % % Hsids. Inc.		9 \$10,000 & on % % Holds. Inc	
Kinga		47.2	.0275	13.9	13.9	18.0	78,438	.0263	1,662	5,643	5,621	21.0	5.7	20.2	12.0	38.6	37.4	12.9	18.9	7.3	26.8
Hanford		11.2	.0065	3.5	3.6		20,830	.0070	1,860	5,951	5,670	21.7	5.7	18.5	10.6	38.4	35.9	13.1	18.6	8.3	29.2
Lake		11.2	.0065	3.9	4.0		18,611	.8861	1,608	4,618	4,458	31.8	10.8	25.1	18.5	30.6	36.9	8.0	14.8	4.8	10.3
Lassen		16.5	.0096	5.1	5.3	9.7	31,303	.0105	1,903	6,155	5,901	12.0	3.1	16.2	8.9	49.6	44.7	15.5	21.2	8.7	22.1
Susanville		6.5	.0038	2.0	2.2		13,279	.0048	2,043	6,640	5,987	10.7	2.6	14.6	7.8	50.1	42.9	16.6	21.5	8.0	25.2
Los Angeles	83	5,598.0	3.2547	1,936.5	2,109.6	5,427.1	12,517,371	4.1968	2,236	5,464	5,933	17.0	4.4	16.7	4.3	40.0	36.7	17.4	24.2	8.9	30.4
▲Los Angeles		2,328.1	1.3536	807.7	943.6		5,416,531	1.8161	2,327	6,706	5,740	16.2	4.2	16.8	4.3	40.4	36.9	17.6	24.3	9.0	30.3

SM Standard (A) and Potential (A) Metropolitan County Areas.

O SM. 1958.

Before using these figures read foreword, page 13.

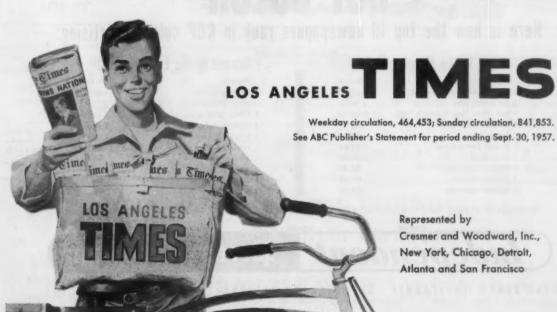
In America's Second Largest Market

FIRST BY FAR

The Los Angeles Times, first newspaper in the nation in total advertising volume and in news and feature content, is by far and away the Number One choice of readers and advertisers in Southern California.

In circulation, largely home-delivered, The Times leads its nearest competitor by more than 109,000 copies weekdays, and by more than 139,000 copies on Sunday.

In advertising, The Times is first by a wide margin in every major advertising category, leading its field in 100 of 114 Media Records classifications, publishing 50% of all the advertising published in the four-newspaper Los Angeles metropolitan field. For more sales in Southern California – hit home with The Times.



Quality in reproduction plus a sales-producing market makes

LONG BEACH, CALIFORNIA





Here is how the top 10 newspapers rank in ROP color advertising:

First in the Morning Field!

1. LONG BEACH INDEPENDENT 1,261,189 2. Los Angeles Times 1.164.931 3. New Orleans Times-Picayune & States 1,045,180 4. Salt Lake City Tribune 1.029,200 5. Chicago Tribuno 1.023.044 6. St. Louis Globe-Democrat 7. Miami Herald 1,800,283 8. Atlanta Constitution 990,163 9. Cincinnati Inquirer 923,499 876,245 10. Nashville Tennessean

Media Records, Year 1957 Second in the Evening Field!

Newspaper	Adv. Lines
1. Milwaukee Journal	1,807,712
2 LONG BEACH PRESS-TELEGRAM	1,254,192
3. Atlanta Journal & Constitution	1,235,450
4. Cincinnati Pest	1,084,682
5. Birmingham News	1,034,428
6. Salt Lake City Deseret News Tologram	988,707
7. St. Louis Post Dispatch	986,414
8. San Diego Tribune	936,117
9. Columbus Dispatch	908,299
10. Seattle Times	908,287

Our current list of happy rop color advertisers is a long one. If you are not already on it, we would like to add your name soon.

LONG BEACH, CALIFORNIA - REPRESENTED NATIO

LONG BEACH, California Offers Industry

12BIG ADVANTAGES in Plant Location

- 1. EVER-INCREASING MARKET
- 2. HUGE WORK FORCE
- 3. PROFIT-MAKING CLIMATE
- 4. BETTER LIVING
- 5. ADVANTAGEOUS TAX RATE
- 6. AMPLE INDUSTRIAL GAS
- 7. PLENTIFUL WATER SUPPLY
- 8. POWER RATES
 AMONG LOWEST
- 9. SUPERIOR TRANSPORTATION
- 10. AMERICA'S MOST MODERN PORT
- 11. A WORLD OF RAW MATERIALS
- 12. ECONOMIC STABILITY

Here are the 12 distinct reasons for locating your plant in Long Beach. These are the captions that are fully detailed in the free, illustrated literature about the remarkable story of Long Beach.

Learn about the profit that Long Beach can bring to your industry — in this fastest growing market in the world. Whether your new plant ideas are only in the formative stage, or whether you have a full-fledged urge to locate in the immediate future — your consideration of Long Beach is invited. Here you will find a hearty welcome from the City of Long Beach, its Board of Harbor Commissioners and the Chamber of Commerce.

DEBT-FREE HARBOR

These advantages combine to help make America's Most Modern Port. Discovery of oil on City-owned tidelands in 1938 provided the means to develop the Harbor's facilities. The work is still going on. 1700 ships a year are berthed here. In 1956, 4½ million short tons of cargoes in foreign trade were handled. The Port is big business, with a \$24,000,000 capital outlay budget for this year.

-Send for these! -	
Senic for these?	
Long Beach Chamber of Commerce 121-S Linden Avenue	Name
Long Beach 2, California	Firm
Please send literature on Industrial Long Beach	Title
Send your Port magazine, "Harbor Highlights"	Address
	City & State

LONG BEACH, CALIFORNIA

CALIFORNIA		•	ZID P	OPULAT STIMAT	ION E8, 1/1/	88	EF BU	FECTIVE	E NCOME	_ 6	M ES	TIMATES, 1	Th siv	e "SM" symi e estimates by	sales mark orig	jinal, exclu- AGEMENT.
CALIFORNIA	Me- tro-			House-	Con- sumer	Urban							Income B	reakdown of F	louseholds	
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hald.	per C. S. U.	\$0-2,499 % Helds. Inc.	\$2,500-3,999 % Halda. Inc.	\$4,000-6,999 % % Halds, Inc.	\$7,000-9,999 % % Hsids. Inc.	\$10,000 & ove % %. Halds. Inc
Long Beach- Lakewood		<i>\$78.4</i> 312.7	.8171		128.1		819,381 712,627		\$,194 2,279			18.5 4.9	17.3 9.9	42.0 39.4	15.1 21.5	7.1 24.3

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.

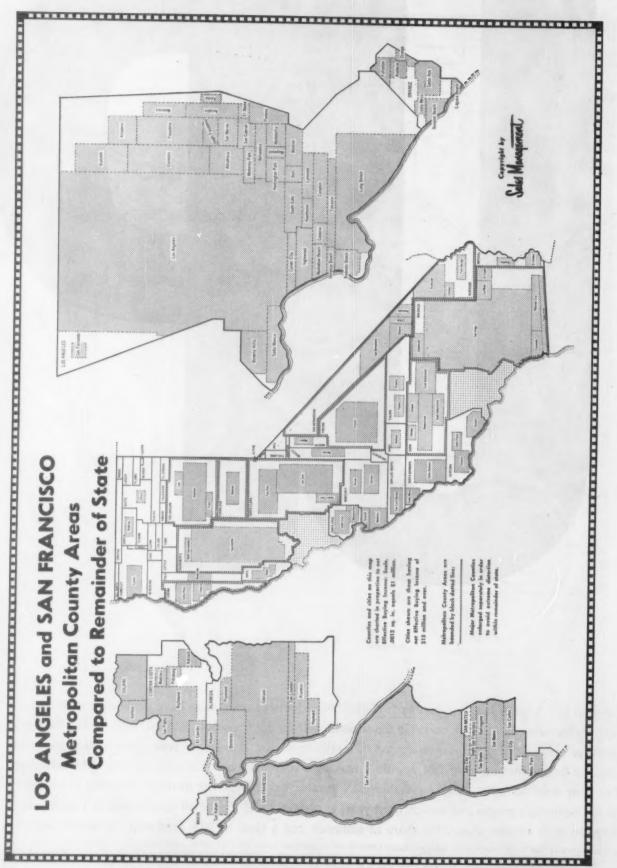




Up goes Los Angeles into the number two spot! Steadily-rising retail sales have made metropolitan Los Angeles the new number two market in the nation, up from third position last year. In the KNXT 9-county coverage area, retail sales have increased 621 million dollars in a single year. Television homes and effective buying income have shot up, too...making a combination which can send your sales zooming. Tell your story on KNXT, Southern California's number one advertising medium, reaching nearly 60% of all California's people and wealth! Last year, as always, KNXT topped all competition in 7-station Los Angeles, with a better than 27% share of audience and a close to 30% lead over the second station.

KNXT MARKET DATA (and % of California reached): population 8,000,300 (56.0); television homes 2,478,318 (53.5); retail sales \$11,567,162,000 (58.3); food store sales \$2,805,427,000 (56.5); drug store sales \$379,078,000 (59.5); general merchandise sales \$1,410,067,000 (61.9); effective buying income \$16,971,399,000 (56.2). Sources: Sales Management "Survey of Buying Power," May 1958; L. A. Nielsen, January 1957 through December 1957; Television Magazine, March 1957-March 1958.

CBS Owned KNXT Channel 2, Los Angeles – Represented by CBS Television Spot Sales



KHJ · LOS ANGELES

FOR FOREGROUND SOUND

KFRC · SAN FRANCISCO

RADIO ... which is more than a substitute for silence!

RADIO ... programmed for mature, adult minds!

RADIO ... where audiences dial by choice and LISTEN ... to the program AND to the commercials!

Radio to Keep in Mind When You Buy These Two Great Pacific Coast Markets!

KHJ RADIO LOS ANGELES KFRC RADIO SAN FRANCISCO

Owned and operated by the Don Lee Broadcasting System, A Division of RKO Teleradio Pictures, Inc. • Represented nationally by H-R Representatives, Inc.

OUTDOOR ADVERTISING

is the

NATURAL MEDIUM

for reaching the Buyers in

LOS ANGELES

"AMERICA'S NO. 1 **OPPORTUNITY MARKET"**



PACIFIC OUTDOOR Havertising Co.

995 N. Mission Rd., Los Angeles, Calif.

CApitol 2-7171

CALIEODALIA		6		OPULAT STIMAT	ION ES, 1/1/	58	EF BU	FECTIVITYING I	E NCOMI	_ (M E	STIMAT	TES, 1	957	Th	e "SM e estim	" symi	SALES	ark ori S MAN	ginal, e AGEM	xclu- ENT.
CALIFORNIA	Me-			House-	Con- sumer	Urban								inc	ome B	Ireakdov	vn of H	louseho	olds		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hald.	per C. S. U.	\$0-2 % Haide.	QC.	\$2,500 % Halds.	OY.	\$4,000 % Halds.	%	\$7,000 % Halda	0-9,999 % Inc.	\$10,00 % Halda	0& over
Pasadena		121.7	.0708	43.1	81.0		302,618	.1014	2,487	7,021	5,984	17.4	4.1	16.6	8.4	39.4	82.8	15.5	19.6	11.1	35.1
Glendale		120.7	.0702	44.4	47.3		310,238	.1040	2,570	6,987	6,546	14.9	3.4	15.7	7.7	39.9	32.0	18.0	21.7	11.5	35.2
Santa Monica		83.9	.0487	30.6	34.4		199,944	.0671	2,383	6,534	5,799	15.7	3.9	17.0	9.1	42.6	37.4	16.0	21.3	8.7	28.3
Beverly Hills		30.9	.0180	11.4	13.8		132,869	.0445	4,300	11,655	9,624	10.2	1.4	11.1	3.3	30.0	14.7	16.6	12.3	32.1	68.3
Burbask		94.2	.0548	30.4	30.9		200,018	.0071	2,123	6,580	6,473	12.7	3.0	14.2	7.2	45.3	37.7	18.8	23.8	9.1	28.3
Inglewood		51.2	.0297	17.3	17.9		118,425	.0397	3,813	6,885	6,590	13.3	8.0	14.3	7.0	42.6	34.3	19.5	23.7	10.4	32.0
Alhambra		56.2	.0327	19.8	20.2		129,945	.0438	3,312	6,563	6,433	15.7	3.7	14.8	7.6	40.8	34.3	19.0	24.0	9.7	30.5
Huntington Park		31.7	.0184	12.5	13.3		78,348	.0262	3,472	6,268	5,860	14.2	3.6	16.9	9.3	44.5	89.9	17.0	23.0	7.4	24.3
Compton		72.7	.0423	22.1	22.8		137,011	.0460	1,885	6,200	8,994	13.1	3.3	15.2	8.3	47.3	42.1	17.5	23.6	7.0	22.7
Pomona		60.7	.0258	19.5	21.7		120,198	.0403	1,980	6,164	5,528	16.2	4.3	17.8	9.8	44.2	41.1	15.4	21.7	6.9	23.2
South Gate		54.8	.0319	17.9	17.9		113,275	.0380	3,087	6,328	6,334	12.0	2.9	14.1	7.4	47.1	40.6	19.3	25.2	7.5	23.9
Whittier		33.5	.0194	11.6	13.4		79,100	.0365		6,819	6,332	16.3	3.8	14.9	7.4	40.7	33.6	17.4	21.7	10.7	33.5
San Fernando		16.2	.0095	4.9	5.3		29,259	.0098	1,806	5,971	5,420	16.5	4.4	18.6	10.9	44.2	42.8	14.4	20.8	6.3	21.6
Monrovin		25.7	.0149	8.6	9.4		54,678	.0183		6,358	8,757	17.2	4.3	16.8	9.8	41.9	37.5	15.8	21.4	8.3	27.5
Culver City		35.1	.0204	11.5	11.8		74,672	.0251	2,127	6,493	6,387	14.0	3.4	15.1	7.8	44.0	37.4	18.0	23.2	8.9	28.2
Arcadia		39.4	.0229	13.2	18.3		97,607	.0327	3,477	7,394	7,327	16.1	3.4	14.4	6.4	37.0	27.4	18.0	20.2	14.5	42.6
El Monte		11.5	.0067	3.7	3.7		19,963	.0067	1,736		5,369	19.8	5.7	18.5	11.4	42.6	43.2	14.0	21.5	5.1	18.2
San Gabriel		22.5	.0131	6.9	6.9		50,709	.0170		7,849	7,348	13.8	2.9	13.9	6.3	38.7	28.7	20.0	22.5	13.6	39.6
Redondo Beach		45.1	.0262	14.5	14.9		84,184	.0282		5,802	5,636	17.6	4.7	10000	10.1	48.7	41.6	15.2	21.9	6.3	21.7
Lynwood		30.9	.0180	9.5	9.7		60,546	.0203	1,959	6,878	6,184	11.1	2.7	18.7	7.3	48.7	43.2	19.4	25.4	7.1	22.4
Bell		18.7	.0109	6.6	6.9		41,970		3,344	6,359	6,073	12.7	8.1	15.3	8.2	45.6	39.9	18.9	25.0	7.5	23.8
Gardena		31.0	.0180	9.5	9.5		56,251	.0189	1,818	5,932	5,918	17.0	4.4	16.7	9.5	43.0	39.5	16.1	33.4	7.2	24.2
Hermosa Beach		16.5	.0096	6.0	6.5		38,503	.0129			5,851	15.3	3.8	16.0	8.6	44.1	39.0	16.5	33.1	8.1	26.5
Torrance		93.6	.0544	26.7	29.1		169,837	.0569	1,814	6,361	5,825	16.9	4.2	16.4	8.9	41.8	37.3	16.6	32.4	8.3	27.2
Maywood		15.0	.0087	5.3	5.6		32,350	.0109	2,157	6,104	5,760	12.9	3.3	15.8	8.6	47.9	43.9	17.9	24.8	6.0	19.4
Belvedere		40.0	10001	0.0	0.0		00,000	.0100	2,101	0,102	0,100	10.0	0.0	10.0	0.0	21.0	20.5	41.0	01.0	0.0	10.9
Township		49.0	.0285	11.6	12.4		62,627	.0210	1,278	5,399	5,015	18.8	5.5	22.2	14.3	42.2	44.2	12.3	19.6	4.5	16.4
Montebello		30.4	.0177	9.0	9.2		60,096	.0303	1,977	6,677	6,528	12.3	2.0	13.5	6.7	45.5	37.5	19.5	24.3	9.2	28.6
Hawthorns		33.3	.0193	10.2	11.1		68,593	.0213	1,910	6,235	5,693	14.1	3.6	15.4	8.6	47.1	43.9	10.7	23.0	6.7	21.9
South Pasadens		18.9	.0110	7.0	7.4		53,511	.0179	2,831	7,644	7,309	15.7		13.7		36.5	26.6				
		33.9	.0197		11.3			.0233				100000	3.2		6.1			19.1	31.1	15.0	43.0
Monterey Park Altadena Township		50.6	.0295	11.2	16.3		120,851	.0405	3,044	6,185	6,133	15.6	3.9	14.9	8.1	48.1	88.1	18.8	25.1	7.6	24.8
		0.000		5.70					2,388	8,571	7,399	10.0	1.0	11.4	4.7	39.9	26.8	22.0	22.4	16.7	44.2
Asuss		19.6	.0113	8.8	5.6		33,175	.0112	1,003	5,924	5,849	13.6	3.5	16.1	9.1	48.5	44.9	15.6	21.9	6.2	20.6
Manhattan Beach			.0194	10.9	11.0		74,947	.0251	2,251		6,266	12.7	2.9	14.1	7.1	44.9	37.0	18.6	23.2	9.7	29.8
San Marino		14.4		4.4	4.9		69,057	.0331		15,695	13,988	8.8	-8	7.8	1.7	17.8	6.4	19.8	10.7	46.3	80.4
Covina		14.4	.0084	5.5	5.8		32,000	.0108	2,333		8,748	19.2	8.1		10.6	40.5	38.2	14.5	20.6	7.4	25.5
Lakewood		60.7	.0353	17.6	18.7	40.4	106,754	.0358	1,759	6,066	5,719	16.7	4.8	16.9	9.6	43.5	30.3	15.9	22.1	8.0	24.8
Madera		39.6	.0230	11.4	11.6	18.1	58,956	.0191	1,438		4,900	28.2	B.1		16.2	34.5	38.1	10.0	16.7	5.3	20.9
Madera		14.2	.0082	4.0	4.2		21,125	.0071	1,488	5,381	5,006	25.2	7.5		13.8	36.4	38.6	11.7	18.7	5.6	21.4
Marin	130	126.6	.0737	38.9	43.1	99.7	292,486	.0880	2,310	7,519	6,774	13.4	2.8	13.6	6.4	40.5	30.5	19.4	22.1	13.1	38.2
San Rafael		17.4	.0101	5.7	6.8		45,349	.0152	2,606	7,956	6,899	11.8	2.4	11.6	8.1	41.4	29.9	21.1	28.0	14.1	39.6
Mill Valley San Anselmo		9.0	.0053	3.1	3.1		24,955 26,567	.0083	2,778	8,050 7,380	7,993 7,363	12.6	2.5	11.4	8.6	35.8	24.3	23.5	24.1	16.4	44.3 38.0
		4.4		1.9													48.0				
Mariposa	100	55.6	.0025	1.3	1.9	18.9	8,660 91,544	.0029	1,968	6,862 5,322	4,506 5,115	16.4	6.4		12.7	46.1	48.2	11.5	17.8	5.8	19.0
Mendocino						10.9												11.7	18.4	6.3	20.0
Ukiah		10.6	.0061	25.1	26.9	28.1	19,448	.0066	1,835	5,557	5,327	20.6	8.8		13.4	40.7	40.8	12.3	18.6	6.1	22.4
Moreed		88.4				20.1			1,868	5,678	5,288	22.1	6.2		13.0	37.4	37.2	12.1	18.1	7.0	25.5
Mereod		20.7	.0121	6.7	6.9	0.0	38,681	.0129	1,869	5,778	5,598	21.4	5.8		11.6	37.3	35.8	13.7	19.9	7.6	26.9
Modoc		8.7	.0051	2.7	2.8	2.5	15,926	.0053	1,831	5,899	5,515	17.1	4.6		11.6	40.9	39.0	15.6	22.5	6.5	22.3
Mono		2.6	.0015	.8	1.0		5,815	.0019	2,180	7,019	5,233	11.6	2.9	14.6	7.0	51.0	45.3	15.6	20.8	7.3	23.1
Monterey		185.6	.1079	54.9	72.9	98.2	382,289	.1282	2,960	8,963	5,241	16.5	4.1	16.6	9.2	42.8	38.2	15.4	20.7	8.6	27.8
Salinas		24.7	.0143	7.9	10.2		60,728	.0204	2,459	7,687	5,909	15.6	3.5	14.8	7.1	40.2	31.7	17.0	20.8	12.4	37.4
Monterey		22.9	.0183	7.2	9.6		52,313	.0175	2,284	7,256	5,447	12.7	8.0	15.7	8.2	44.7	38.1	18.0	28.1	8.9	27.6
Carmel-by-the-Sea		5.2	.0081	- 1.8	2.3		13,929		2,679	9,286	5,915	10.0	2.0	11.9	5.2	42.1	30.1	21.5	28.3	14.5	89.4
Allml	-	17.3	.0100	8.1	8.1	-	27,598	.0093	1,585	5,411	5,388	18.4	5.2	19.0	11.8	44.2	44.7	13.5	20.7	4.0	17.6

WPasadena Warket

WAY TOO BIG TO MISS... AND YOU CAN'T COVER IT WITHOUT





\$423,469,000 IN EFFECTIVE BUYING INCOME \$314,398,000 IN TOTAL RETAIL SALES

PASADENA CITY ZONE

(plus East Pasadena) 185,649 CUSTOMERS • 67,570 HOMES

Circulation Coverage
INDEPENDENT/STAR-NEWS, Daily 49,793 73.7%
INDEPENDENT/STAR-NEWS, Sunday 44,470 65.8%

Food Store Sales	\$59,799,000
Eating & Drinking Places	
General Merchandise	
Apparel Store Sales	\$20,773,000
FurnH'hold Appliances	\$21,232,000
Automotive Sales	
Gasoline Stations	
Lumber-Bldg. Hardware	\$11,793,000
Drug Store Sales	\$ 8,745,000

\$274,853,000 IN EFFECTIVE BUYING INCOME \$167,776,000 IN TOTAL RETAIL SALES

 Food Store Sales
 \$46,964,000

 Eating & Drinking Places
 \$8,144,000

 General Merchandise
 \$9,939,000

 Apparel Store Sales
 \$8,777,000

 Furn-H'hold Appliances
 \$4,192,000

 Automotive Sales
 \$40,255,000

 Gasoline Stations
 \$16,650,000

 Lumber-Bldg
 Hardware
 \$11,769,000

 Drug Store Sales
 \$6,509,000

25% COVERAGE ZONE 135,972 CUSTOMERS 47,882 HOMES

% of Circulation Coverage

INDEPENDENT/STAR-NEWS, Daily 17,776 37.19 INDEPENDENT/STAR-NEWS, Sunday 17,120 35.89

REPRESENTED NATIONALLY BY RIDDER-JOHNS, INC.

NEW YORK . CHICAGO . DETROIT . LOS ANGELES . SAN FRANCISCO . ST. PAUL-MINNEAPOLIS





six-mile race for hundreds of young yachtmen annually attracts thousands of spectators to Newport Beach for this famed event—just a stones throw from Santa Ana.

California's Fastest Growing Market

SANTA ANA CITY ZONE NOW 138,015 This famous event is matched only by the spectacular growth of Orange County . . . population over 511,100 More than double the 1950 Census. And only the REGISTER dominates this independent, rapidly expanding market with adequate coverage. ABC Circulation nearing 50,000.

The Register

ORANGE COUNTY'S FREEDOM NEWSPAPER

REPRESENTED BY WEST-HOLLIDAY CO., INC. IN THE WEST-JOHN W. CULLEN CO. IN THE EAST

CALIFORNIA		0	M E	PULAT	ON ES, 1/1/	58	EF! BU	FECTIVI	NCOME	_ 0	M ES	TIMAT	ES, 1	957	The	e "SM"				pinal, e: AGEME	
CALIFORNIA	Me- tro-			Hause-	Con-	Urban								Inc	ome B	reakdes	vn of t	lousohe	lds		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	per C. S. U.	\$0-2 % Halds.	,499 % Inc.	\$2,500 % Halds.	%	\$4,000 % Helds.	%	\$7,000 Helds.	% Inc.	\$10,000 Halda.	%
Seaside Pacific Grove		16.9 11.2	. 0009 . 0068	5.1 4.0	5.2 4.2		25,967 25,694	.0086	1,531 2,294	5,072 6,424	4,972 5,985	22.8 14.9	7.0	23.0 17.8	15.2 9.4	38.7 42.5	42.1 37.2	10.8 16.4	17.8 21.7	4.7 8.6	17.9 28.0
Napa		64.9	.0377	18.4	18.6	20.7	98,706	.0331			5,303	21.8	6.3	19.9	12.4	40.2	41.1	12.4	19.2	5.7	21.0
Napa Nevada		17.4	.0101	5.8 8.2	5.8 6.5	7.4	33,477 30,625	.0113	1,924	5,772 4,940	5,701 4,695	18.9 25.9	5.1 8.3	17.1 23.5	9.9 16.3	42.5 35.7	40.4	10.7	21.1 18.4	4.2	23.5 16.5
Nevada City Grass Valley		8.1 5.3	.0047	#.5 1.7	2.1		15,500 9,826	.0052		6,200 5,780	4,611	19.2	5.7	21.6	14.1	42.6	45.3	12.4	20.0	4.2	14.9
Orange	83	511.1	.2972	172.2	178.9	288.7	961,083	.3223	1,880	5,581	5,372	21.1	5.9	19.2	11.7	40.5	40.3	12.9	19.4	8.3	22.7
Santa Ana		72.7	.0422	24.7	26.5		143,506	.0481	1,974	5,810	5,413	19.0	5.2	18.6	11.0	42.2	40.9	13.8	20.3	6.4	22.6
Anaheim		64.2	.0374	20.5	22.1		117,005	.0392	1,823	5,708	5,292	19.8	5.5	18.9	11.5	42.2	41.8	13.0	19.5	6.1	21.7
Fullerton		48.6	.0282	15.3	18.2		100,294	.0336			5,499	15.2	3.9	16.2	8.8	45.5	41.0	15.4	21.0	7.7	25.3
Newport Beach		21.8	.0127	8.0	8.2		50,756	.0170			6,123	19.9	4.9	18.4	9.8	37.9	33.1	13.5	17.9	10.3	34.3
Laguna Beach		8.8		3.0			19,837	.0067	1 1 1 1 1 1			18.3	4.7	16.7	9.4	41.7	38.4	15.6	21.8	7.7	25.7
Costa Mesa		23.1	.0134	6.8	6.8		34,970	.0117		100		22.5	6.7	19.9	13.0	41.0	43.8	12.0	19.4	4.6	17.1
Orange Garden Grove		21.6 58.9		7.5 19.7	8.2 19.8		42,530 105,193	.0143	1,969	48.000	5,148 5,317	20.3	5.7 6.5	18.7	11.6 12.4	42.7 39.4	43.1	12.6	19.2 19.0	5.7 6.0	20.4
Placer		50.1	.0291	15.1	15.4	16.3	80,932	.0271	1,615	5,360	5,224	21.4	6.2	29.3	12.9	40.4	41.6	12.5	19.4	5.4	19.8
Roseville		11.3	.0066	3.8	3.8		22,083	.0074	1,954	5,811	5,730	16.2	4.3	17.5	10.0	44.0	41.6	16.2	23.2	6.1	20.9
Auburn		5.0		1.8	1.9		10,853	.0036	2,171	6,029	5,615	18.9	8.0	16.3	9.3	43.6	40.7	13.8	19.5	7.4	25.5
Plumas		11.3	73000	3.6	3.8		22,757	.0076			5,865	11.6	2.9	16.7	9.1	47.2	42.1	17.6	23.7	6.9	22.2
Riverside	128	265.2	.1541	87.4	93.1	138.5	442,252	.1483			4,749	26.7	8.4	22.6	15.4	35.7	30.8	10.1	17.0	4.9	19.4
▲ Riverside		77.9		25.6	27.1		138,415	.0464		5,407	5,106	23.3	6.8	21.2	13.5	37.6	39.0	12.1	19.0	5.8	21.7
Palm Springs		13.7	.0079	6.0	6.0		30,323		2,213			28.2	8.6	23.4	15.6	32.9	35.7	9.2	15.0	6.3	25.1
Corona		13.0		3.9	3.9		18,298	.0061		70,000	1 -2	26.6	8.8	24.8	17.7	36.1	42.2	8.6	15.2	3.9	16.1
Indio		8.9	.0052	3.9	2.9		14,827	.0050	1,666	5,113	4,981	25.1	7.6	21.1	14.0	37.1	40.2	11.7	19.1	5.0	19.1
Sacramento	121	428.1	.2490	134.0		300.3	913,491	.3063				13.9	3.3	14.7	7.6	44.2	37.4	18.1	23.2	9.1	28.8
▲Sacramento		163.7	.0951	53.3	66.5		407,593	.1367			6,127	10.2	2.2	12.3	8.9	46.0	35.8	20.5	24.1	11.0	32.0
North Secremento.		9.5	.0056	2.0	8.0		20,071	.0067			6,596	12.7	3.9	13.0	6.4	44.7	35.8	19.4	23.5	10.3	31.4
San Benito		13.8	.0080	4.2	4.7	4.8	24,070	.0081	1,744	0,731	5,073	21.8	6.2	23.5	14.5	38.8	37.2	11.0	16.9	6.9	25.2

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

defore using these figures read foreword, page 13.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE RADIO delivers more for the money



This group of mountain-ringed radio stations, purchased as a unit, delivers more radio homes than any combination of competitive stations . . . at by far the lowest cost-per-thousand.

(Nielsen & SR&D)

Beeline stations lead in programming, too. In news programs, for example, Beeline stations lead in their individual markets with locally produced shows. Beeline radio news editors coordinate closely with McClatchy newspapers to bring listeners complete up-to-the-minute coverage.

Mc Clatchy Broadcasting Company

> Sacramento, California Paul H. Raymer Co., National Representative

KFBR O SACRAMENTO
KBEE O MODESTO
KMJ O FRESNO
KERN O BAKERSFIELD



IN SAN BERNARDINO, CALIF.

SAN BERNARDING COUNTY

Is composed of San Bernardino and Riverside counties, the Pacific Coast's 6th and California's 4th largest Metropolitan area, San Bernardino is the

THE NATION'S 29th MARKET

Effective Buying Income is up 84.5% *

major market in this area.

The San Bernardino
Sun-Telegram carried more
grocery lineage in 1957 than any
Los Angeles metropolitan newspaper.

These advertisers know this is an independent market 65 miles from Los

Angeles and is reached by only .0066% of the total circulation of all Los Angeles metropolitan newspapers.

Get exclusive coverage of this profitable, growing market, schedule the only daily and Sunday newspaper, the . . .

* Sales Management S. B. P. 1/1/51

SAN BERNARDING SUN and TELEGRAM

Represented Nationally by West-Holliday Co., Inc.

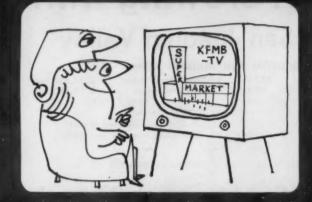
		J	M P	PULAT	ION ES, 1/1/	58		FECTIVI		_ 0	H ES	TIMAT	E8, 11	167	The	"8M" estima	symb	ols ma	rk orig	pinal, ex	Kelu-
CALIFORNIA	Mo-			House-	Con-	Urban								Inc	ome B	reakdav	vn of t	lousoho	lda		
(continued)	tan Area	Total (thou- aands)	U.S.A.	helds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Deflars (000)	U.S.A.	Per Capita	Per Hskl.	per C. S. U.	SO-2, Halds.	499 % Inc.	\$2,500 % Halds.	3,900 % Inc.	\$4,000 Helds.	8,999 % Inc.	\$7,000 % Halda.	-9,999 % Inc.	\$10,000 Helds.	%
San Bernardino	128	446.6	.2506	142.2	149.2	281.8	758,586	.2543	1,689	5,335	5,082	22.2	6.5	20.1	13.0	41.0	42.9	12.1	19.1	4.6	18.5
▲San Bernardino		88.1	.0512	28.7	30.9		160,861	.0539	1,826	5,605	5,199	20.3	5.8	18.7	11.5	42.0	42.4	13.6	20.8	5.4	19.5
Ontario-Upland		56.9	.0830	18.6			98,825	.0388	1,737	8,313											
▲Ontario		43.6	.0253	14.2	14.6		78,861	.0288	1,740	5,342	5,168	21.6	6.3	19.8	12.5	40.9	42.5	12.5	19.6	5.2	19.1
Redlands		23.2	.0135	7.6	9.1		43,015	.0144	1,854	5,660	4,897	24.3	7.3	19.4	13.6	39.1	41.5	12.0	19.3	5.2	19.3
Colton		18.8	.0110	5.3	5.6		28,821	.0097	1,533	5,438	5,067	18.1	5.3	18.0	11.4	46.8	48.7	13.2	20.7	3.9	13.9
Barstow		10.4	.0000	3.1	3.1		19,791	.0066	1,908	6,384	6,255	12.3	3.0	15.2	8.0	46.7	40.3	17.8	23.2	8.0	25.5
Upland		13.3	.0077	4.4	4.5		23,964	.0077	1,727	\$,219	5,061	20.1	6.0	21.4	13.9	42.5	45.2	11.6	18.6	4.4	16.3
San Diego	129	906.4	.5270	298.2	366.5	763.4	1,918,948	.8434	2,117	6,435	5,235	18.3	5.1	16.9	4.7	41.9	41.2	15.7	23.4	7.2	25.8
▲San Diego		513.8	.2988	170.8	213.2		1,119,807	.3755	2,179	6,575	5,251	17.8	4.8	16.5	4.5	43.3	40.9	16.0	28.5	7.5	26.3
National City		32.7	.0190	10.1	10.8		53, 138	.0179	1,625	5,261	5,136	20.0	5.9	20.4	13.1	42.9	45.0	12.2	19.4	4.5	16.6

THE DAILY REPORT
ONTARIO-UPLAND, CALIFORNIA

THE DAILY REPORT
ONTARIO-UPLAND, CALIFORNIA

Largest Evening Circulation in San Bernardine County
REPRESENTED NATIONALLY BY GILMAN, NICOLL & RUTHMAN

We're Selling More of Everything in Booming San Diego











\$1,002,462,000 total retail sales. More than Indianapolis, New Orleans or Columbus, Ohio.*

(Total Moose Head sales not available)

In San Diego there are MORE people...buying MORE and watching Channel 8 MORE...than ever before!

KFMB WRATHER ALVAREZ BROADCASTING.IN



SAN DIEGO

Sales Management Survey of Buying Power

STOCKTON...Growing with

CALIFORNIA'S Rich San Joaquin Valley



STOCKTON ABC TRADING ZONE

It takes the Stockton RECORD to sell in this rich isolated market. The Record reaches 93% of the ABC City Zone families and 64% of the Trading Area families.

No out-of-town daily newspaper reaches even 1 out of 10

55,326

Sept. 30, 1957 ABC Pub. Statement



Stockton, California
Represented Nationally by Cresmer & Woodward, Inc.

CALLECONIA		J		OPULAT STIMAT			EF BU	FECTIVI	E NCOME	_ 6	M ES	STIMAT	res, 1	957	The	e estima	symb	ols ma	rk orig	ginal, es	xclu- ENT.
CALIFORNIA	Me-			House-	Con-	Urban								Inc	come B	reakdov	vn of H	louseho	lds		
(continued)	peli- tan Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hold.	per C. S. U.	\$0-2 % Hsids.	%	\$2,500 Hsids.	%	\$4,000 % Haids.	%	\$7,000 % Hskds.	%	\$10,000 % Hsids.	%
Escondido		10.9	.0063	3.6	3.8		17,982	.0060			4,621	25.9	8.3	22.0	15.4	37.4	42.6	10.8	18.6	3.9	15.1
Oceanside		21.7	.0126	7.4	7.5		38,970		4000		5,190	22.4	6.6	20.7	13.2	40.1	41.8	11.4	18.0	5.4	20.4
Chula Vista		36.7	.0214	11.5			64,964	.0218		5,649	5,505	19.9	5.5	17.9	10.7	41.9	40.9	14.1	20.8	6.2	22.1
La Mesa		24.4	.0142	8.3			46,245	.0155			5,505	21.3	5.9	18.4	11.0	40.1	39.5	13.9	20.7	6.4	22.9
El Cajon		27.9	.0162	8.7 5.9	8.7 7.9		44,640	.0150			5,077	24.8	7.5	19.8	13.0	38.5	41.1	11.8	19.0	5.1	19.4
Coronado	130	801.5	.4000	284.7		901 8	45,001	.0151			5,685 5,889	11.5	2.6	13.8	6.8	45.0	36.4	19.4	23.7	10.3	30.5
▲San Francisco	130	801.5	.4660	284.7	363.9	801.3	2,143,231	.7186			5,889	11.7	2.7	14.6	3.5	43.3	36.0	19.8	25.0	10.6	32.8
San Joaquin	145	236.0	.1372	71.1	82.6	167.0		.1484	-4		5,282	19.9	5.3	17.8	10.4	41.2	39.3	13.9	20.0	7.2	25.0
▲Stockton	140	83.8	.0488	24.6	32.0	107.0	177,234	.0594			5,538	14.8	3.5	14.3	7.5	44.6	37.8	16.8	21.5	9.5	29.7
Lodi		18.0	.0104	6.2	6.5		33,769	.0114	1		5,141	24.4	7.1	19.7	12.4	37.3	38.4	12.5	19.5	6.1	22.6
Tracy		11.0	.0064	3.3			21,468	0.90000	4,000		5,769	14.0	3.5	15.3	8.3	46.4	40.9	16.5	22.0	7.8	25.3
San Luis Obispo		63.0	.0387	21.0	24.3	34.6	119,368	.0401	1,895	5,684	4,900	22.5	6.6	19.4	12.2	40.4	41.8	12.1	18.9	5.6	20.5
San Luis Obispo		18.4	.0107	6.1	7.5		41,387	.0138	2,249	6,785	5,481	12.8	3.2	15.7	8.5	47.3	41.8	16.5	22.0	7.7	24.5
Paso Robles	100	9.4	.0055	3.2	3.6		17,647	.0060	1,877	5,515	4,882	23.3	6.9	20.0	12.9	39.6	41.6	11.8	18.8	5.3	19.8
San Matee	130	389.0	.2261	123.7		371.8	965,720	.3237	2,483	7,807	7,526	10.6	2.1	11.7	5.1	41.7	29.5	21.5	23.0	14.5	40.3
San Mateo		67.7	.0394	21.0			189,803	.0636	2,804	9,038	8,140	9.5	1.7	9.5	3.7	38.3	24.2	23.9	22.8	18.8	47.6
Burlingame		22.1	.0128	7.7	7.7		64,069	.0215	2,899	8,321	8,256	11.0	2.0	11.4	4.6	37.1	24.4	22.9	22.7	17.6	46.3
Redwood City		45.3	.0263	14.1	15.0		104,657	.0351	2,310	7,422	6,955	10.9	2.3	11.6	5.3	44.2	33.3	21.2	24.1	12.1	35.0
Daly City		33.0	.0192	10.1	10.6		75,428				7,088	10.0	2.1	11.8	5.4	44.5	33.2	21.5	24.3	12.2	35.0
San Bruno		20.5	.0119	6.2	6.4		44,489	.0149	2,170	7,176	6,945	10.0	2.2	11.2	5.2	45.7	35.3	22.5	26.3	10.6	31.0
San Carlos South San		20.2	.0118	5.9	5.9		50,323	.0168	2,491	8,529	8,396	8.5	1.5	8.7	3.5	40.0	25.8	25.6	24.9	17.2	44.3
Francisco		38.0	.0221	11.2	12.1		86,033	.0289	2,264	7,682	7,086	9.5	2.0	11.3	5.2	44.7	33.2	22.4	25.2	12.1	34.4

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

Look At The

WEST'S

Richest Peninsula . .

San Mateo

7th richest USA County in per capita income

6th richest USA County in family income

S510,640,000
RETAIL SALES
SAN MATEO
COUNTY
CALIFORNIA

Serviced by the ONLY DAILY Between San Francisco and Redwood City



"The Peninsula's OWN Metropolitan Daily"

Represented by Gilman, Nicoll & Ruthman All data Sales Management, May 10, 1958





THE BILLION-DOLLAR
VALLEY OF THE BEES

- Actually, effective buying income of more than \$2.7 billion
- More effective buying income than Maine, Vermont and New Hampshire put together
- ✓ Not covered by San Francisco and Los Angeles newspapers

Your best messengers into California's prosperous inland valley are the 3 Bees. Shoreline newspapers just don't get home in the valley — the Bees do. They'll help to sell your product for you.

Data source: Sales Management's 1957 Copyrighted Survey

.THE SACRAMENTO BEE

Leading newspaper, reaching approximately 9 of 10 families in ABC city zone, 1 of 2 in 19-county market with more than \$1.6 billion in buying power.

THE MODESTO BEE

Only newspaper covering Modesto area, reaching approximately 9 of 10 families in ABC city zone, over one-half the families in trading area, with effective buying income of \$255 million.

THE FRESNO BEE

Only newspaper covering Fresno area, reaching approximately 9 of 10 families in ABC city zone, 1 of 2 families in trading area with \$883 million in buying power.

MCCLATCHY NEWSPAR

NATIONAL REPRESENTATIVES ... O'MARA & ORMSBEE



In the newspaper field, only McClatchy gives national advertisers three types of discounts . . . bulk, frequency and a combined bulk-frequency. Check O'Mara & Ormsbee for details.



SANTA BARBARA Tops ALL California Metropolitan Markets in PER CAPITA RETAIL SALES

A metropolitan Market of more than 100,000 pop, with constantly increasing sales activity. Santa Barbara appeared on Sales Management's Preferred City list every month in 1957.

OVER \$15 MILLION INDUSTRIAL PAYROLL

SANTA BARBARA NEWS-PRESS NATIONAL REPRESENTATIVES CRESMER & WOODWARD, Inc.

CALLEODALA		0		PULAT	ION ES, 1/1/	58	EFI BU	FECTIVE YING IN	COME	- 6	II) EI	TIMAT	ES, 1	857	The	e "SM" e estime		sales			
CALIFORNIA	Mo- tro- poil-			House-	Con-	Urban					Income			Inc	ome B	reakdow	vn of H	louseho	lds		
(continued)	tan Area	Total (thou- sands)	07 U.S.A.	holds (theu- sands)	Spend- ing Units (these.)	Pop. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hald.	Per C. 8. U.	80-2, % Haida.	and .	\$2,500 % Haida.	OF.	\$4,000 Halda.	CHI	\$7,000 % Halds.	824	\$10,000 Halds.	%
Menlo Park		29.2	.0170	7.8	10.5		74,877	.0251	2,564	10,257	7,079	7.7	1.4	8.1	3.0	39.3	24.6	26.0	24.6	18.9	46.4
Millbrae		14.9	.0086	4.6	4.6		41,530	.0139	2,787	9,038	8,935	8.0	1.4	8.4	3.1	36.8	23.4	27.4	25.1	19.4	48.0
Santa Barbara	132	114.0	.0663	37.0	42.8	81.2		.0790	2,065	8,382	5,496	19.0	4.9	18.6	10.4	40.1	36.7	13.7	19.0	8.6	29.0
ASanta Barbars		86.1	.0026	19.2	22.6		131,848	.0408	3, 167	6,331	8,357	19.8	8.3	18.8	10.7	39.7	36.9	13.5	19.0	8.2	28.2
Santa Maria		14.4	.0084	4.0	5.0		29,767	.0100	3,067	6,471	5,943	16.2	4.0	17.6	9.4	41.6	36.4	15.4	20.3	9.2	29.9
Santa Clara	131	825.5	.3056	161.7	183.9	399.2	1,050,487	.3822	1,000	6,487	8,711	18.0	4.5	16.0	8.7	41.3	38.8	15.9	21.4	8.8	28.8
ASan Jose		132.6	.0771	42.4	50.4		383, 431	.0946	3,130	6,681	5,596	16.9	4.3	15.5	8.3	42.4	37.5	16.7	22.3	8.5	27.7
Palo Alto		49.2	.0286	16.6	19.2		129,910	.0436	3,640	7,826	6,740	13.2	3.7	13.2	6.0	40.6	20.8	18.8	20.9	14.3	40.6
Gilroy		6.3	.0037	2.2	2.2		14,800	.0050	3,349	6,727	6,438	31.0	4.9	15.8	8.0	35.0	28.8	16.3	20.3	11.9	38.0
Santa Clara		34.4	.0300	9.4	13.0		70,506	.0236	2,050	7,501	8,388	12.9	3.0	11.9	6.1	47.7	40.1	18.6	23.6	8.9	27.2
Los Gatos		7.0	.0040	2.5	2.8		14,337	.0048	3,048	5,735	5,529	26.0	7.1	18.0	10.6	34.8	33.7	13.0	19.0	8.3	29.6
Mountain View		26.2	.0153	8.7	8.9		50,871	.0171	1,942	5,847	8,664	19.5	5.3	17.7	10.2	41.0	38.8	14.7	21.1	7.1	24.7
Sunnyvale		35.6	.0207	10.7	10.7		63,631	.0210	1,759	5,853	5,844	17.9	4.7	17.0	9.7	43.6	39.7	15.4	21.8	7.1	24.1
Santa Cruz		76.2	.0443	28.4	29.0	45.7	144,758	.0485	1,900	8,097	4,990	27.0	8.2	21.1	14.0	35.7	35.8	10.6	17.3	5.8	21.9
Santa Crus		28.6	.0137	9.2	10.1		49,777	.0167	3, 109	5,411	4,918	25.9	7.7	20.6	13.5	36.7	38.8	10.8	17.2	6.0	22.8
Wateonville		14.5	.0064	4.8	5.6		30,666	.0102	3,118	6,389	5,468	18.1	4.7	16.9	9.4	42.5	38.9	14.5	20.1	8.0	26.9
Shasta		86.2	.0326	18.3	18.7	13.8	103,034	.0346	1,833	5,630	8,502	19.4	5.3	18.7	11.3	42.0	41.1	13.7	20.3	8.2	22.0
Redding		13.5	.0079	4.7	5.2		32,536	.0109	2,410	6,923	6,186	12.3	2.8	15.3	7.8	44.8	37.0	17.8	22.1	9.8	30.3
Sierra		2.2	.0013	.6	.7		3,788	.0012	1,706	8,263	5,058	10.0	2.7	18.2	10.7	52.5	50.6	15.0	21.9	4.3	14.1
Siakiyou		27.8	.0162	9.2	8.7	8.8	85,113	.0185	1,902	5,991	5,651	17.8	4.7	17.2	9.9	43.1	40.2	14.7	20.7	7.2	24.5
Yreka City		4.4	.0025	1.5	1.6		9,248	.0031	3,103	6,165	5,730	17.4	4.5	16.7	9.3	43.3	39.6	14.9	20.6	7.7	26.0
Solane	130	131.2	.0763	40.3	50.4	118.3	270,277	.0006	2,006	6,707	5,361	11.3	2.9	14.3	7.9	51.0	45.8	17.1	23.2	6.3	20.2
Vallejo		44.9	.0261	11.8	21.3		113,065	.0380	2,519	9,583	5,285	8.6	1.9	7.6	3.7	50.7	29.9	23.7	28.2	9.4	26.3
Fairfield		12.4	.0073	4.1	4.4		25,308	.0084	3,041	6,178	5,668	13.7	3.5	15.9	9.0	47.6	43.6	16.5	22.9	6.3	21.0

SM Standard (A) and Potential (A) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

CBS NBC ARC

AMERICA'S MOST PRODUCTIVE SINGLE STATION TV MARKET

The primary KEY-T coverage area which includes Ventura, Santa Barbara and San Luis Obispo Counties and the western portion of Los Angeles and Kern Counties is one of America's richest regions.

During every month of 1957 Santa Barbara's retail sales rating exceeded the same month of 1956 and also surpassed the national rating. This sales superiority has continued during the entire first quarter of 1958. (Sales Management's monthly High Spot Cities)

Among all Metropolitan County Areas of California Santa Barbara ranked first in 1957 with Sales Production Index of 130. This was 9.2% above the state and 30% above national average.

THE ONLY TV STATION THAT COMPLETELY AND EFFECTIVELY COVERS THIS RICH AREA

Represented Nationally by The Headley-Reed Company

KEYT

SERVING COASTAL CALIFORNIA channel 3

Go Where the Growing's Good!...

Metropolitan

High Spot City **Every Month** During 1957*

referred City of the Month every month? Yes . . . and there are solid reasons why Metropolitan San Jose was a Sales Management "High Spot" City every month throughout 1957!

Through September, San Jose's taxable retail sales were up 9.6%, or \$30,647,000 . . . in fiscal 1957 San Jose population jumped 50,700 in the fast-growing nine-county S.F. Bay Area—a gain as great as the next three counties combined. San Jose's residential building totaled \$125 millionequal to 40% of residential construction in the entire area and 32.2% increase over 1956. Bank debits soared 17% in 1957, a gain which led the Pacific Coast.

To "Go Where the Growing's Good" use the one medium that blankets the area—the San Jose Mercury and News!

*Sales Management

... And You Cover San Jose Only With The

San Jose Mercury and News

Member of the Metro Sunday Comics Network

Call Your Ridder-Johns Representative Now!



MAY 10, 1958



1957 PER FAMILY EFFECTIVE BUYING INCOME

VENTURA CITY \$7,489

California
Cities Average
\$6,739

U.S.A. \$5,923

JUST ONE MEDIA DELIVERS THIS 538 MILLION AUTO MARKET... UP + 16%

The 20,142 (ABC Audited) circulation of the Ventura County Star-Free Press gives one-media coverage of this hot spot automotive market which in one year has grown from \$33,063,000 to \$38,478,000. Venturans have the <u>BUYING</u> Power and USE it!

VENTURA IS THE BUYING CENTER OF VENTURA COUNTY

VENTURA COUNTY STAR-FREE PRESS

Ventura, Calif. A John P. Scripps newspaper represented by West-Holliday Co., Inc.

CALIFORNIA		1	S'M)		ATION IATES, 1/	1/88	BI	FECTIVE JYING IF	COME	_ 0	M ES	TIMAT	ES, 1	957				sales			
CALIFORNIA	Mo-		1	Hou	Cen-									Inc	come B	reakdev	vn of i	łauseho	lds		
(continued)	poli- tan Area	(thou	- 81	hol (the	ds Spen	d- Pop. (thou- s sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hold.	income per C. S. U.	\$0-2 % Halds.	,499 % Inc.	\$2,500 Halds.	-3,999 % inc.	\$4,000 Halda.	%	\$7,000 % Halds.	%	\$10,000 % Helds.	%
Senema	. 267	138	.6 .0	811 4	8.8 47	.3 48.8	241,582	.0810	1,732	5,195	5,006	25.8	7.6	20.9	13.5	38.7	38.9	11.0	17.7	5.8	22.3
△Santa Ross		31	.3 .0	182 1	1.4 12	.9	67,400	.0226	2, 154	5,913	5,219	22.5	6.2	18.3	11.0	38.8	38.0	13.3	19.7	7.1	25.1
Petaluma		13				.2	39,630					16.7	4.3	15.4	8.6	45.3	41.2	14.9	20.4	7.7	25.5
Stanislaus	. 241	149	.3 .0	863 4	6.1 48	.7 89.6			1,633			23.4	6.8	21.4	13.6	37.9	39.3	11.4	18.0	5.9	22.3
△Modesto		35	.2 .0	205 1	2.4 15	.6	84,388	.0283	2,397	6,805	5,383	15.7	3.9	16.9	9.2	43.8	39.0	15.2	20.4	8.4	27.8
Turlock		7	.1 .0	041	2.5 2	. 5	13,700	.0048	1,930		5,297	23.4	6.7	20.3	12.5	38.2	38.7	11.4	17.4	6.7	24.7
See Marysville- Yuba City		30			9.5 10	.1 13.0				5,783		20.4	5.6	21.8		38.5	37.7	12.4	18.4	7.1	25.4
Yuba City		11	.5 .0	067	3.8 3	.8	22,254	.0074	1,935	5,856	5,830	19.1	5.0	18.3	10.5	40.2	37.5	14.8	20.9	7.6	26.1
Tehama		21	.8 .0	126	7.0 7	.2 7.8	38,860	.0130	1,799	5,551	5,357	23.5	6.6	20.5	12.5	37.0	37.0	12.0	18.2	7.0	25.7
Red Bluff		5	.7 .0	033		.0	11,427		2,005		5,677	17.4	4.8	16.6	8.9	40.0	34.9	16.8	22.1	9.2	29.8
Trinity		7	.3 .0	042	2.7 2	.8	11,740	.0040	1,600	4,351	4,064	28.0	10.3	24.9	20.0	38.1	49.8	7.8	14.9	1.4	5.6
Tularo		146			3.8 43			1			5,048	24.9	7.5	23.9	15.8	35.5	38.3	10.1	16.4	5.6	22.0
Visalia		14				.4	33,840				6,156	11.3	2.5	14.4	6.9	44.5	34.9	18.5	21.9	11.4	33.8
Tulare		14				.4	23,918				5,328	20.3	5.5	19.4	11.6	40.6	39.6	13.0	19.2	6.8	24.1
Porterville						.0	15,783		1,853		8,105	21.9	6.8	21.2	13.2	38.6	39.3	12.1	18.7	6.2	22.0
Dinubs						.8	9,24					27.5	8.4	22.6	15.0	33.7	36.6	10.4		0.00	22.5
Tuolumne		14	.7 .0	006	5.2 5	.3	28,180	.0095	1,918	5,421	5,286	20.1	5.7	20.4	12.8	41.3	42.1	12.8	19.6	5.4	19.1
Ventura		164	.4 .0	956 4	8.3 53	.3 88.7	305,286	.1023	1,857	6,321	5,722	16.0	4.1	17.2	9.4	43.7	39.4	15.1	20.6	8.0	26.
Ventura		25	.9 .0	151	8.6 10	.1	64,400		2,487	7,489	6,380	11.7	2.6	11.7	5.5	46.7	38.4	18.7	23.1	11.2	33.4
Oxnard		30	.3 .0	176	8.5 9	.6	53,620	.0180	1,770	6,300	5,559	16.5	4.2	17.5	9.9	43.0	39.3	15.4	21.2	7.6	25.4
Santa Paula		12				.0	21,598		1,741			22.3	6.1	17.7	10.6	39.9	38.8	13.0	19.1	7.2	25.4
Yolo		55			6.9 20				1,932		5.211	21.4	8.7	17.4	10.0	39.5	37.1	13.6	19.3	8.1	27.1
Woodland		13				.7	28,753		2,162			17.8	4.1	15.6	8.0	41.3	34.7	14.9	19.0	10.7	
Yuba		28	.1 .0	163	8.8 9	.2 22.0	47,188	.0158	1,678	5,484	5,001	23.2	8.7	22.0	13.9	37.3	38.5	11.2	17.5	6.3	23.4
Maryuville-		80	7 0					0150	0 171	0 000											
Yuba City Marysville					2.8 4	.0	22,686		2,466		5,551	10.2	2.3	15.1	7.3	46.0	36.2	17.3	20.6	11.4	33.0
Total Above Cities.		9,269	.0 5.3	891 3,09	2.5 3,550	.3	20,796,746	6.9732	2,244	6,725	5,858	15.7	3.9	16.0	6.7	42.0	36.9	17.2	22.8	9.0	29.
State Total		14,280	.4 8.3	028 4,72	2.3 5,253	.9 11524.5	30,176,692	10.1177	2,113	6,390	5,744	17.4	4.5	17.0	6.9	40.9	37.5	16.3	22.6	8.4	28.
	6		PULA	TION TES, 1/1	/58	SM	E. B. I. ESTIMATI	ES, 1957			-	Sh		OPULA STIMA		/1/88	10	SH	E. B.	I. MATES	3, 105
METRO.	1	1	iouse-	Con-	Urban		1	T		METRO		1	1	House-	Con-	Urba	10		1	1	1
AREAS	Total (thou- sands)	% of	hold (thou- ands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (\$000)		er Per up- hold		AREAS	T (t		%	held (thou- sands)	Spend ing Units (thous,	Peg (tho	i. U-	Net Dollars (\$000)	% U.S.		- H'a
△Bakersfield	276.5 336.0	.1607	82.2 102.5	88.8 105.6	178.6 192.1	515,526 579,251		64 6,272 724 5,651	8	mento. Sernardi			.2490 .4137	134.0 229.6	153. 242.	-	0.3	913,49		63 2,13 26 1,68	
Los Angeles- Long Beach						13,478,454	4.5191 2,2	206 6,392	San F	Diego Francisc	0-	106.4	5270	298.2				,918,94		34 2,11	
△ Modeste	0.00 B	0000	46.1	48.7	50.0	949 915	.0818 1.0	22 6 200	II Oal	bland	2,	201 0 1	6709	994 R	1 044	8 2,51	4 2 6	411 34	7 2 14	94 2 37	3 7.1

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

In any market one newspaper is Number One for up-to-date market information

We know more about our market than anyone else in the world—and we should . . . because we are Newspaper Number One in northern California

More circulation in northern California than any other newspaper—daily or Sunday... and still growing!



45% of the total advertising published last year in San Francisco's four newspapers appeared in The Examiner.

The Examiner published more than 32,000,000* lines of full run advertising at full run rates . . .

11,800,000 lines more than its nearest competitor

The San Francisco Examiner

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.

*Media Records

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1st
in Total
Sales

Metropolitan OAKLAND

(ALAMEDA COUNTY)

\$1,204,005,000 Total Retail Sales

(\$28,579,000 more than San Francisco County)

ONLY ONE PAPER DOES THE JOB
IN NORTHERN CALIFORNIA'S TOP SALES MARKET
TRIBUNE CIRCULATION:

206,734 DAILY · 234,471 SUNDAY

Source: Circulation, ABC Publisher's Statement, September 30, 1957;

Oakland & Tribune

National Representatives CRESMER & WOODWARD, INC. . Member Metro Sunday Comics Not

CALIF.	0	M	ESTIM	ATES, 1	/1/58	ON	ESTIN	MATES,	1957			0	M E	STIM	ATES, 1	/1/58	OM	ESTIMA	TES, 1957
METRO. AREAS (continued)	Total (thou- sands)	% of U.SA.	Heuse- hold (thou- sands)	Spend	- Pop (thou	. Ne I- Dolla	rs of	Per Cap- ita	Per H'so- held	. A	ETRO. REAS	Total (thou- sands)	%	House hold (thou- sands)	Spending	(thou- sands)	Net Dollars (\$000)	of I	Per Per Cap- Ita held
San Jose	525.5	.3056	161.7			0.2 1,050		2 1,999			n	236.0	.1372	71.	82.6	167.0	436,000	.1464 1	,850 6,14
Santa Barbara	114.0	.0863	87.0 46.8					0 2,065											
△Santa Rosa	139.5	*0011,	40.0	97.	31 40	9.9 291	,002' .001	U(1,782	0,100	I OTRI A	DOVE AFER	12034.1	7.3400 4	1,212.	214,002.1	110,840.6	27,225,73	0 9. 1282 2	,155 6,48
	Me-				RE	TAIL S	ALES-	SH	E	STIMA	TES, 1	957			The	"SM" e estimates	ymbels man	rk origina MANAGI	MENT.
COUNTIES	tre- poli- tan Area	Sal	ies	% of U.S.A.	Per Hald. Retail Sales	Buying Pewer Index	Quality Index	Inde of Sa Produc	les	Foed (\$000)	Eating & Drink. Places (\$000)	General Mdse. (3000)	Appar (\$000	- 11	Furn,- House- Appl. (\$000)	Auto- mative (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Alameda	130	1,20	4,005	.0014	4,031	.6171	120	11	7	311,509	93,337	184,586	77,	898	87,451	212,178	92,333	43.942	42,46
1▲Oakland		690	0,042	.3447		.8117	130	14	3	151,253	58,482	130,630	49,	674	55,595	117,412	41,750	20,752	22,490
Berkeley		153	3,815	.0768		.0910	128	10	8	43,521	9,261	12,689	9,	863	15,068	27,532	13,959	4,437	6,14
Alameda		53	3,837	.0269		.0448	100	0	0	19,495	3,937	2,661	2,1	539	3,192	9,916	4,768	468	3,12
Hayward		91	3,443	.0467		.0396	118	13	0	22,352	4,813	6,956	7.1	793	5,605	19,485	8,179	5,676	3,14
San Leandro		86	5,564	.0432		.0403	115	12	4	25,668	5,592	6,123	3,	744	4,104	17,391	9,911	5,048	3,277
Albany		16	3,378	.0082		.0118	101	70	0	4,175	1,215	339	1	248	350	6,571	795	1,162	293
Piedmont		1 1	2,957	.0015		.0081	129	2	4	1,965	122						757		6
Fremont		27	7,696	.0138		.0147	94	8	8	9,127	2,585	774	1	545	1,606	4,555	5,027	1,367	1,02
Alpine		1 1	,250	.0006	12,500	.0003	150	30	0	169	276	373			87		345		
Amador		8	3,144	.0041	2,808	.0048	92	7.	7	2,298	1,349	911	1	188	57	1,284	688	663	281
Butte		111	,284	.0556	4,416	.0467	110	13		29,896	6,108	8,673	5,1	149	5,495	19,433	8,002	14,324	3,38
Chico		50	2,334	.0261	-	.0150	172	300	0	13,189	2,415	4,264	3.	711	2,415	9,446	3,306	7,151	1,720
Oraville		21	5,800	.0129	- 1	.0068	194	361	1	7,291	1,088	3,791	1,3	287	1,879	6,081	1,936	1,020	
Calaveras		1 7	7,078	.0035	2,211	.0049	88	8		2,100	749	621	1	130	177	1,352	939	238	271
Colusa		15	,410	.0097	5,882	.0077	124	160	6	3,904	1,762	1,026		147	593	3,383	2,393	3,903	413
Contra Costa	. 130	435	5,583	.2176	4,022	.2337	108	101		136,626	29,867	38,650	18,1	194	28,034	81,533	43,842	28,665	13,42
Richmond		118	5,818	.0579		.0488	100	120		33,384	6,792	14,128	6,1	179	7,671	25,556	10,037	4,086	2,94
Pitteburg		31	0,043	.0100		.0126	127	163	1	7,032	2,589	4,134	2,5	124	2,086	7,337	3,814	437	1,456
Martines		26	756	.0104		.0079	146	193	3	5,387	1,500	1,306	1,1	167	1,204	5,968	1,952	855	468
El Cerrito		35	5,872	.0129		.0153	108	91	1	0,080	1,582	400	1	291	917	2,925	3,227	5,732	841
Antioch		26	3,289	.0131		.0108	117	143		7,330	1,550	1,778	1,2	222	1,596	5,870	2,116	1,542	696
San Pablo		1 18	3,291	.0091	1	.0104	95	81	I	9,883	1,585	247	1	75	287	678	2,770	1,000	31:

I General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on page 13, under heading "Mail Order."

POPULATION | E. B. I.

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13

SANTA ROSA

California's NEWEST Potential Metropolitan Market Area!

(S/M Survey of Buying Power May 10, 1958)

SANTA ROSA is the TRADING CENTER core of this great 3-County Market located in Northern California's rich agricultural, lumber, resort, residential and light industry manufacturing area—over 50 miles from San Francisco—

	SONOMA CO.*	MENDOCINO CO.	LAKE CO.	TOTAL
Population	139,500	55,600	11,200	206,300
Effective Buying Income	\$241,562,000	\$91,544,000	\$18,011,000	\$351,117,000
Retail Sales	190,074,000	59,817,000	16,499,000	266,390,000
Food	43,748,000	15,582,000	4,757,000	64,087,000
Eating & Drinking Places	13,598,000	5,850,000	1,825,000	21,273,000
General Merchandise	22,279,000	7,574,000	1,471,000	31,324,000
Apparel	5,849,000	1,312,000	457,000	7,618,000
Furn. & Household Appl.	7,882,000	1,559,000	468,000	9,909,000
Automotive	27,175,000	9,277,000	2,030,000	38,432,000
Gas Stations	16,535,000	7,998,000	1,973,000	26,506,000
Lumber, Bldg. Mat., Hdwe.	17,212,000	5,193,000	1,674,000	24,079,000
Drugs	5,857,000	1,265,000	450,000	7,572,000

*(Sonoma County is Santa Rosa's Home County)

Remember—only the Santa Rosa Press Democrat adequately covers this great 3-County market because

The Santa Rosa Press Democrat has almost double the circulation of ALL San Francisco daily papers combined in this rich 3-County market!

You CANNOT depend on outside newspapers to do a proper selling job in this NEWEST POTENTIAL METROPOLITAN MARKET AREA. You MUST tell them and then you will SELL them with

THE SANTA ROSA PRESS DEMOCRAT

Over 31,000 ABC Daily and over 32,000 ABC Sunday

National Repres.: GILMAN, NICOLL & RUTHMAN • San Francisco • Los Angeles • New York • Chicago • Detroit • Philadelphia • Boston MAY 10, 1958

PROFILE OF YOUR MATURE ... MALE & FEMALE ... **KBIG** COMFORTABLY WELL OFF THAT'S A QUICK PROFILE of the AUDIENCE audience which rides the 740 spot of the Southern California radio dial, as analyzed in a new qualitative study by The Pulse, Inc. **RENTAL GROUPS** 61% Adult Women 41/2% 41/2% Teens Children 30% Adult \$60 and Over

Any KBIG or Weed man would like to show you the full picture.

FIVE YEARS OF WOOING with middle-of-the-road memory music, interrupted only by award-winning five-minute newscasts and easy-going but brief chats by matured announcers, have won an adult, able-to-buy audience for KBIG.



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CALIFORNIA	Me-			RET	AIL S	ALES -	SH	ESTIMA	TES, 1	957		The	"SM" sy estimates	mbols ma by SALES	rk original, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (\$000)
Concord		34,597	.0173		.0174	104	104	14,650	1,811	1,494	881	1,804	4,648	3,872	1,549	1,426
Dai Norte		23,199	.0116	4,143	.0105	106	116	5,532	3,178	1,867	597	489	5,040	3,250	1,512	571
Eldorado		29,159	.0146	4,486	.0120	107	130	8,428	3,200	848	1,171	705	5,805	3,936	2,413	585
Placerville		17,542	.0088		.0049	181	326	4,455	1,314	529	979	417	5,894	1,384	1,188	586
Fresno	53	453,919	.2267	4,428	.2042	105	116	119,980	31,981	40,992	28,573	34,475	67,206	37,888	38,625	15,690
▲Fresno		303,586	.1517		.1036	145	212	71,597	20,636	32,586	22,633	28,632	45,051	22,616	20,869	11,723
Reedley		14,906	.0074		.0043	130	224	4,498	767	785	407	977	2,883	698	2,913	361
Selma		17,416			.0055	122	193	4,886	963	1,152	740	919	3,378	2,430	638	435
Glenn		23,689		5,036	.0101	111	130	4,819	1.527	2,237	386	610	5,879	2,394	3,419	590
Humbalt		153,273		4,820	.0686	121	135	40,500	11,678	16,090	5,512	6,497	30,675	14,685	13,042	3,539
Eureka		81,182		.,	.0268	158	239	18,934	5,140		3,798	4,461	19,870	5,294	5,428	1,408
Arcata		23,395			.0062	207	390	6,016	1,372	2,442	541	709	3,330	2,173	4,411	794
Imperial		96,859	.0484	5,098	.0422	163	118	21,028	7,863	10,850	4,790	3.322	16,116	10,443	12,262	2,649
El Centro		42,407	.0212		.0141	133	200	7,096	2,655	4,523	2,206	1,765	10,927	3,740	5,239	1,392
Brawley		21,101	.0105		.0084	105	131	4,535	1,792	1,669	583	1,158	3,651	1,831	2,820	607
Calexico		15,271	.0076		.0052	106	155	3,236	1,142	3,940	1,624	264	1,421	875	1,860	495
Inyo		22,476	.0112	4,995	.0006	123	144	4,971	2,562	2,385	313	314	5,167	3,780	723	821
Kern	177	368,087	.1839	4,478	.1737	108	114	90,408	28,341	43,832	15,161	19,971	64,261	38,886	31,883	10.731
△Bakersfield	***	210,336		.,	.0568	206	381	40,661	14,156	36,660	10,129	13,528	39,487	18,035	17,187	6,733
Taft		23,464			.0069	219	433	6,547	1,499	1,342	1,293	1,871	8,302	2,012	927	645
Delano		24,330			.0080	123	188	5,539	1,502	1,037	1,405	1,206	4,765	3,066	4,037	389
East Bakersfield		29,771	.0149		.0276	81	44	10,197	3,028	1,297	633	911	3,711	4,540	2,627	803
Oildale		13,098	.0065		.0124	89	46	4,487	1,332	572	278	401	1,632	1,998	1,156	352
South Bakersfield.		9,922	.0050		.0095	90	48	3,399	1,009	432	210	303	1,236	1,514	876	208
Kings		63,410	.0317	4,582	.0282	103	115	14,754	3,588	6,003	2,628	4,451	11,137	4,069	7,927	1,993
Hanford		35,637	.0178	,	.0101	155	274	6,984	1,822	4,479	1,537	3,410	6,678	1,570	4,336	1,243
Lake		16,499	.0082	4,231	.0068	105	128	4.757	1,828	1,471	457	466	2,030	1,973	1,874	480
Lassen		16,131	.0081	3,163	.0006	100	84	8,855	892	975	404	358	3,401	1,465	362	388
Susanville		9,694	.0048		.0045	118	126	2,602	459	587	404	349	3,308	458	291	360
Los Angeles	83	8,506,210	4.2494	4,393	4.0242	124	131	2,074,818	833,585	1.001.811	509,783	584.344	1,699,553	693,404	409,334	282,480
1 Los Angeles Long Beach-		3,944,432	1.9705		1.7090	131	146	878,224	331,056	635,601	252,625	284,659	687,833	300,861	167,500	134,455
Lakewood		801,800	.3307		.8800	189	158	145,880	51,151	117,047	44,139	40,749	138,787	52,129	81,775	19,893
ALong Beach		588,166	.2938		.2440	134	163	129,097	47,768	90,802	35,630	39,925	123,055	49,352	21,506	17,080
Pasadena		284,744	.1422		.1075	152	201	50,153	13,377	63,145	19,866	19,467	65,063	19,184	9,276	7,745
Glendale		234,150			.1011	144	167	65,069	11,988	26,543	13,276	15,224	62,660	14,362	7,880	7,042
Santa Monica		184,685	.0923		.0710	146	190	45,800	14,200	21,939	13,703	13,063	37,473	11,860	8,279	5,766
Beverly Hills		166,351	.0831		.0608	282	462	19,607	14,163	25,486	28,996	11,693	34,228	6,073	5,104	6,226
Burbank		170,162	.0850		.0700	128	155	51,911	14,354	10,984	6,336	10,001	36,646	14,473	9,629	5,899
Inglewood		163,373	0816		.0503	169	275	33,503	8,703	33,681	13,786	9,775	32,816	12,375	4,057	5,563
Alhambra		117,236			.0459	140	179	22,431	7,343	11,051	8,863	11,605	34,266	8,270	4,699	3,445
Huntington Park.		120,405	.0002		.0348	189	327	13,485	7,041	11,718	13,882	9,283	46,061	5,190	2,112	6,214
Compton		185,390	10000		.0593	140	219	40,247	7,137	35,163	5,215	9,218	61,624	10,578	5,064	3,516
Pomona		107,767	.0538		.0434	123	152	24,989	6,152		7,758	7,310		8,554	5,250	2,368

1 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on page 13, under heading "Mail Order."

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

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Los Angeles?

Newspapers are a "must."

If you're using less than two,
you're using too few!



One of them,
of course, is The Examiner.

Represented by Hearst Advertising Service Inc.

CALIFORNIA	Me-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" e	ymbols ma by SALES	rk eriginal, MANAGE	MENT
COUNTIES CITIES (centinued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality	Index of Sales Production	Feed (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (3000)	Lumber- Bidg. Hdwre. (\$000)	Drug (\$000
South Gate		98,705	.0493		.0402	126	155	20,409	7,406	3,812	2,055	4,445	38,472	9,620	4,292	4,2
Whittier		130,386	.0651		.0367	189	336	36,778	6,472	8,031	13,467	10,536	25,930	11,420	5,369	3,9
San Fernando		63,647	.0318		.0163	172	335	12,653	2,855	4,563	3,879	3,984	19,936	5,566	3,725	2,0
Monrovia		60,528	.0302		.0212	142	203	18,020	1,683	4,377	1,903	2,998	23,110	4,516	3,681	1,2
Culver City		125,723	.0628		.0855	174	306	26,813	6,897	6,583	4,339	5,645	51,811	9,164	8,136	2,4
Areadia		59,607	.0298		.0299	131	130	20,179	3,780	4,153	4,711	2,415	4,604	6,859	6,592	2,4
El Monte		65,797	.0329		.0146	318	491	14,602	2,979	3,937	5,433	4,555	17,147	7,849	4,443	1,8
San Gabriel Redondo Beach		59,252	.0296		.0200	158	226	19,924	3,136	3,909	568	1,602	14,651	4,264	6,410 2,234	1,3
Lynwood		79,727 58,901	.0398		.0313	119 126	152 163	32,762 25,012	3,048 4,521	3,347 919	2,608 1,920	3,716	18,538 9,702	6,481 5,986	4,232	2,0
Bell		37,609	.0188		.0149	187	172	11,288	3,794	2,568	502	2,747	11,008	3,168	1,649	
Gardena		60,182	.0301	1.1	.0221	123	167	18,829	5,064	1,473	2,422	2,275	11,070	8,340	8,168	1,1
Hermosa Beach		36,383	.0182	1	.0138	144	190	5,368	2,163	1,724	1,419	1,152	17,264	2,134	2,822	- 1
Torrance		65,681	.0328		.0492	90	60	24,577	4,226	4,274	3,226	3,507	9,145	7,583	3,300	2,
Maywood		16,536	.0083		.0007	111	95	4,033	2,384	1,461	411	1,379	1,484	2,487	480	1,0
Belvedere			,		10000			-,		.,		-,	-		-	
Township		25,329	.0127		.0200	70	45	13,709	979	3,037	1,019	1,235	333	2,937	379	
Montebello		39,055	.0195		.0195	110	110	16,892	2,461	2,173	1,764	2,406	1,021	4,571	8,099	1,
Hawthome		64,726	.0323		.0242	125	167	26,351	3,455	1,664	4,168	3,861	12,074	3,599	3,416	3,
South Pasadena		28,617	.0143		.0154	140	130	7,754	1,765	1,046	649	1,014	8,871	3,777	1,260	1,
Monterey Park		26,573	.0133		.0196	99	68	13,281	1,625	1,226	660	1,165	1,576	3,479	1,012	1,
Altadena Township		29,654	.0148	1	.0306	104	. 20	9,646	2,408	1,400	907	1,765	4,177	3,516	2,517	1,
Azusa		24,134	.0121		.0115	102	107	10,213	1,448	1,095	890	1,241	1,103	8,330	1,776	1,
Manhattan Beach.		32,328	.0162		.0213	110	84	5,478	2,017	542	1,211	2,275	10,468	4,279	1,188	1,
San Marino		19,024	.0095		.0161	192	113	6,011	916	363	1,514	1,765	3,670	2,498	236	1,
Covina		32,605	.0163		.0120	143	194	8,574	1,165	1,335	1,453	1,392	9,460	2,730	2,078	1,
Lakewood		73,942	.0369		.0360	102	105	16,583	3,283	26, 245	8,500	824	9,672	2,777	267	2,
fadera		42,476	.0213	3,726		88	93	12,727	2,486	2,124	1,549	2,167	7,215	5,352	4,081	1,
Madera		29,074	.0145	-	.0095	116	177	7,795	1,587	1,450	1,385	1,587	8,574	3,556	2,621	
Marin	130	146,684	.0732	3,771		116	99	43,082	13,279	10,870	6,795	6,314	28,889	13,382	10,086	4,
San Hafael		65,824	.0329	1	.0195	193	326	9,712	4,418	8,874	4,109	8,292	18,632	4,276	4,459	1,
Mill Valley San Anselmo		19,282 18,117	.0096		.0081	153 131	181 140	6,466 9,366	1,060	376 525	891 1,188	759 1,340	5,236 1,037	1,710	1,011 827	
lariposa		4,971	.0025			108	100	1,928	915	68	56		80	1,474	61	
Mendocine		59,817	.0299			98	93	15,582	5,850	7,574	1,312	1,559	9,277	7,998	5,193	1,
Ukiah		24,889	.0124		.0082	134	203	5,935	1,749	2,276	866	887	6,072	2,691	1,634	
Merced		99,165		3,961		98	100	23,168	7,325	6,435	5,088	5,993	16,193	9,717 3,924	11,995 6,064	1,
Mercod		52,856	.0264	2 740	.0168	139	218 92	11,043	4,118 1,228	3,214 859	3,717 304	3,693	9,837	1,140	936	1,0
Madac		9,477	.0047		.0051	127	153	1,459	930	454			1,216	1,333	177	
flonterey		198,189				107	92	47,442	18,350	22,136	11,480	9,232	32,126	23,139	13,062	5.
Salinas		74,297	.0371	0,010	.0242	169	259	14,725	5,771	9,793	5,343	3,833	14,488	0,285	4,991	2,
Monterey		45,098	.0225		.0182	137	169	8,639	4,937	3,514	2,290	1,398	14,258	4,060	1,830	1,
Carmel by-the-Sea.		13,338	.0067		.0050	161	216	3,431	1,667	1,224	2,071	293	192	1,500	1,046	
Alisal		14,089	.0070		.0088	88	70	4,238	1,226	2,368	362	605	671	1,295	1,076	
Seaside		10,002	.0050		.0078	79	51	3,006	871	1,681	258	430	478	1,628	764	
Pacific Grove		11,269	.0056		.0073	112	86	1,916	505	3,075	359	1,623		1,343	1,528	
lapa		65,920		3,583	7000000	90	87	17,099	5,057	5,733	2,028	2,095	11,700	5,612	6,996	1.
Napa		49,533	.0247	.,	.0151	150	245	12,557	2,807	4,780	1,733	2,457	9,932	3,588	4,909	1,
levada		28,264	.0142	4,559	.0114	111	138	10,683	2,158	1,273	773	1,084	4,304	3,082	2,074	
Grass Valley-					-											
Nevada City	1 1	17,381	.0087		.0068	188	185	4,911	1,850	1,838	773	949	8,096	1,557	1,394	
Grass Valley		13,428	.0067		.0043	130	216	3,637	853	1,056	662	786	3,681	1,001	1,114	
range	83	815,212				105	103	181,139	56,811	44,000	36,779	37,338	110,365	80,713	45,308	20,
Santa Ana		186,008	.0929		.0804	143	220	32,269	9,773	28,726	19,938	12,397	39,229	11,640	14,548	6,
Anaheim		64,789	.0323		.0368	98	86	14,283	4,126	5,878	2,877	5,202	16,549	5,468	5,065	1,
Fullerton		58,662	.0293		.0312	111	104	15,518	2,695	1,695	2,915	6,533	17,160	4,068	3,589	2,
Newport Beach		29,629	.0148		.0155	122	117	8,876	4,383	499	1,506	1,135	5,011	3,293	2,705	1,
Laguna Beach		26,455			.0083	163	250	6,143	3,441	859	1,745	1,411	6,175	3,223	1,555	
Costa Mesa		21,200			.0117	87	79	7,116	3,148	450	676	928	1,978	3,045	1,564	
Orange		24,483	.0122		.0133	106	97	7,929	1,023	1,256	613	866	5,239	2,768	1,240	
Garden Grove		50,671	.0253		.0321	94	74	20,594	2,706	1,254	3,097	3,148	4,918	5,063	4,300	2,
acer		65,215				100	112	16,356	4,910	4,879	1,446	2,688	16,559	6,881	3,808	1,
Roseville		25,914			.0089	135	195	4,038	1,471	1,430	636	1,793	9,681	2,631	940	
Auburn		18,548	.0093		.0052	170	321	4,985	783	2,060	606	420	3,790	1,725	1,258	
umas	100	12,535	.0062			106	94	4,182	1,408	1,184	470	17 785	1,960	1,495	565	44
verside	128	343,907	.1710	3,935		102	112	81,617	29,541	26,970	17,832	17,786	59,357	43,432	28,028	11,
Riverside		140,319			.0533	118	155	30,971	6,692	15,565	8,352	9,563	30,895	11,181	7,813	4,
Palm Springs		34,316			.0118	149	216	6,965	6,611	2,873	4,537	818	3,965	3,548	213	2,
Corona		24,770			.0083	100	163	6,570	1,785	780 1,707	1,059	1,450	5,628	3,953	1,104	
Indio	101	26,323	.0131	4 470	.0075	146	253	4,798	2,287		973	781	6,357	5,128	3,149	18
cramente	121	599,612	.2995	4,475		118	120	188,919	46,326	69,889	29,548	51,498	92,584	46,811	41,584	18,
Sacramento		435,848			.1527	161	299	93,927	36,353	59,602	28,048	39,283	75,197 8,982	31,000	31,707	14,
North Sacramento.		32,261	.0161	2 000	.0093	100	288 98	7,282	1,037	1,980	913 844	5,267		3,428	1,961	
n Benite	128	18,822 549,234	.0078		.0000	100	108	3,418 136,102	1,125 40,336	1,039 58,262	22,187	478 31,577	2,806 97,430	1,752 88,808	1,714	15,
Allan	100			5,002												
Bernardino		199,567	.0997		.0671	181	198	43,096	10,463	32,734	11,634	13,148	39,554	17,334	13,582	7,
Ontario-Upland		78,788	.0378		.6345	108	116	18,869	3,433	8,897 4,400	8,911	4,074	18,896	7,884	7,041	1,
▲Ontario		36,484 34,088	.0282		.0363	104	111 126	10,387 8,531	1,370	4,409 3,419	3,388 1,806	4,308 3,035	16,453 7,581	5,600 3,851	5,315 1,179	1,

ST IN 27 NORTHERN CALIFORNIA COUNTIES

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* ARB, Total Television Area Report, December 1-7, 1957

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Sales Management's

1958 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows

at a glance

comparative

Retail Sales Strength

of every county

... 27" x 41"

. . . in 6 colors

- 1. All Metropolitan County Areas clearly defined.
- County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
- 3. Differences in retail sales volume indicated by County shadings . . .

Red—for counties with \$100 million or more. Green—for counties with \$50 million to \$100 million. Yellow—for counties with \$25 million to \$50 million. Blue—for counties with \$10 million to \$25 million.

- 4. 1750 cities with retail sales of \$20 million or more.
- 5. City populations indicated—(as of January 1, 1958).
- Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
- Special markings indicate counties whose family sales exceed U. S. family average.

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THE COPLEY
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SAN DIEGO: A billion-dollar market covered and seld

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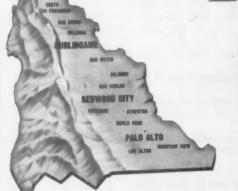
CALIFORNIA	Mo-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The		mbols ma	rk original MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poll- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Preduction	Food (8000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparei (\$000)	Furn House- Appl. (\$000)	Auto- mative (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$006)	Drugs (\$000)
Colton		27,647	.0138		.0112	102	125	9,686	2,065	613	901	1,319	3,328	4,003	1,224	558
Barstow		31,763	.0159		.0093	155	265	6,881	4,141	2,354	1,014	1,172	4,030	7,128	2,398	946
Upland		19,271	.0096		.0083	108	125	8,572	508	1,288	523	366	1,843	2,064	1,726	552
San Diege	129	1,133,350	.5662	3,801	.8070	113	107	270,689	87,525	132,763	67,203	74,383	228,618	96,168	60,691	38,074
▲San Diego		727,229	.3633		.3565	119	122	147,981	59,235	109,770	48,251	49,828	152,162	57,391	30,900	23,150
National City		49,101	.0245		.0201	106	129	14,523	2,806	1,819	1,673	3,286	14,028	3,139	4,694	1,187
Escondido		36,718	.0183		.0098	156	290	6,735	1,685	5,803	1,558	1,910	7,882	2,417	2,796	1,066
Oceanside		45,706	.0228		.0159	- 126	181	12,243	4,451	2,036	3,021	4,917	9,380	3,680	1,911	1,182
Chula Vista		43,598	.0218		.0217	101	102	17,165	2,486	1,963	2,911	2,879	5,832	3,425	2,906	988
La Mesa		37,247	.0186		.0162	114	131	10,156	1,063	1,215	1,324	2,067	14,192	2,940	1,780	1,073
El Cajon		43,675	.0218		.0173	107	135	12,399	1,407	4,205	2,083	3,311	8,453	3,821	3,189	2,260
Coronado		16,100	.0080		.0122	110	72	4,934	1,966	593	1,623	243	2,836	1,057	295	946
San Francisco		1,175,426	.5872	4,120		135	126	261,381	163,480	183,913	107,561	79,801	181,415	55,479	22,023	33,80
ASan Francisco		1,175,426	.5872		.6287	135	126	261,381	163,489	183,913	107,551	79,501	181,415	55,479	22,023	33,809
San Joaquin		287,841	.1488	4,180	.1453	106	108	67,969	24,078	28,956	17,357	16,200	89,665	24,319	26,494	9,201
▲Stockton		185,645	.0927		.0673	138	190	38,025	14,811	22,021	14,240	12,529	33,647	13,862	14,825	6,503
Lodi		38,955	.0195		.0136	131	188	8,221	2,631	2,781	1,711	1,844	10,639	2,980	3,969	1,072
Tracy		18,679	.0093		.0077	120	145	4,707	2,200	1,795	607	655	3,448	2,104	1,337	529
San Luis Obispo		90,363	.0452	4,303	.0409	111	123	22,743	7,868	4,325	3,960	4,532	13,634	12,580	10,760	2,350
San Luis Obispo		34,506	.0172		.0142	133	161	8,228	1,998	2,595	2,368	3,063	7,514	3,227	2,211	820
Paso Robles		21,355	.0107		.0073	133	195	4,269	1,067	976	895	974	3,724	2,743	5,493	532
San Mateo		510,840	.2551	4,128	.2836	125	113	152,838	42,558	41,687	24,603	25,869	87,032	48,260	39,124	18,674
San Mateo		118,711	.0593		.0575	146	151	28,788	10,314	24,738	8,409	8,044	6,041	9,080	9,905	3,670
Burlingame		55,708	.0278		.0217	170	217	13,688	2,523	2,939	3,272	1,414	23,853	2,866	560	1,647
Redwood City		91,080	.0455		.0365	139	173	29,346	5,947	6,646	3,664	4,025	19,065	7,454	5,217	4,085

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

Northern California's SECOND "CITY" In Effective Buying Income

—The San Francisco Peninsula* San Francisco


San Francisco	\$2,143,231,000	801,500	\$1,175,426,000
S.F. PENINSULA	\$1,010,202,000	405,200	583,836,000
Oakland	995,641,000	413,500	690,042,000
Sacramento	407,593,000	163,700	435,848,000
San Jose	282,431,000	132,600	331,053,000
Stockton	177,234,000	83,800	185,648,000

Covered 76% by Peninsula Newspapers Incorporated

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OBTAIN OUR NEW 20-PAGE BROCHURE ABOUT THE SAM FRANCISCO PENINSULA AT YOUR NEAREST DOYLE AND HAWLEY OFFICE.

*San Mateo County less Daly City plus Palo Alto

Sales Management Survey of Buying Power, May 10, 1958

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When you enter San Diego homes through KFMB, your shoes are shoved in the door by such well-groomed stalwarts as Edward R. Murrow, Eric Severeid, Walter Kronkite, Lowell Thomas. And we have a whole corps of reporters covering the local news beat with equal vigor and conviction in their voices.

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Africal You have a selling job to do in the rich San Diego market, speak up!—we're good listeners, too.

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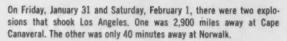
THAN ANY OTHER SAN DIEGO RADIO STATION CBS FOR SAN DIEGO

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CBS Radio, nationally, and KNX Radio, locally, covered both events with the speed, flexibility and depth that only responsible radio—and responsible network radio—can provide.

For what is required is far more than sound effects, a telephone and a couple of news tickers. What's required is a big news staff manned by experienced, aggressive and highly qualified reporters aware of their responsibilities to their listeners. Men like Murrow, Sevareid, Herman, Schorr and Smith nationally. Men like Alcott, Roby, Vaile, Kenneally, McCoy and the many others here at the KNX News Bureau.

That's how, on a weekend that shook Los Angeles, KNX Radio again set the standards against which all other news coverage must be judged.

That's one more reason why KNX advertisers are associated with the very best in radio!

Represented by CBS RADIO SPOT SALES



CALIFORNIA	Me-				AIL S	ALES-	SM E	STIMA	TES, 1	957		The		ymbols mai by SALES		
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdee. (\$000)	Apparel (\$000)	Furn,- House- Appl. (9000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre, (\$000)	Drugs (\$000)
Daly City		49,990	.0250		.0240	125	130	16,660	2,844	582	1,420	1,065	19,401	3,669	1,649	1,136
San Bruno		28,779	.0144		.0142	119	121	8,527	1,913	1,066	1,524	1,862	6,871	3,380	1,946	90:
San Carlos		35,300	.0177		.0161	136	150	11,738	2,433	815	1,706	2,387	3,069	2,826	6,255	1,070
South San													1			
Francisco		22,741	.0114		.0223	101	53	8,017	2,345	1,260	630	1,325	4,031	2,306	352	84
Menlo Park		37,553	.0188		.0216	127	111	12,101	3,462	1,032	2,449	2,554	1,732	4,257	5,403	3,000
Millbrae		23,595	.0118		.0122	142	137	11,594	1,750	848	1,074	993	257	3,805	1,417	1,06
Sonta Barbara	132	173,104	.0885	4,878	.0787	110	130	42,246	13,627	9,651	13,064	12,781	28,665	16,147	17,588	6,31
ASanta Barbara		105,535	.0527		.0427	131	163	25,391	7,900	6,147	10,005	9,297	15,297	7,727	10,174	4,42
Santa Maria		34,243	.0171		.0118	140	204	7,963	3,210	1,816	1,929	2,703	8,581	3,017	2,884	780
Santa Clara	131	806,287	.3478	4,306	.3416	112	114	186,622	46,585	65,587	45,495	48,823	118,344	62,439	47,378	23.03
▲San Jose		331,053	.1654		.1123	146	215	77,951	21,327	47,904	25,543	39,181	53,481	24,490	15,472	10,988
Palo Alto		113,186	.0565		.0445	156	198	23,896	7,293	7,720	13,250	6,911	26,561	8,761	6,703	3,612
Gilroy		19,183	.0096		.0061	165	259	4,655	1,140	1,066	772	1,231	4,807	2,566	576	393
Santa Clara		33,806	.0160		.0209	105	85	11,900	2,930	1,273	838	1,970	2,760	5,282	4,662	731
Los Gatos		26,386	.0132		.0072	180	330	9,056	1,316	926	882	1.028	6,875	2,386	1,517	794
Mountain View		56,370	.0282		.0201	131	184	16,467	3,550	2,128	1,093	A 3,632	12,544	4,758	7,329	1,750
Sunnyvale		29,649	.0148		.0191	92	71	12,134	1,274	1,700	981	848	5.677	2,160	2.733	1.04
Santa Cruz		98,582	.0482	3,401	.8476	107	109	26,113	9,458	8,762	5,003	6,105	16,094	7,990	5,011	3,600
Santa Crus		48,148	.0241		.0183	184	178	12,110	4,249	4,875	3,890	2,958	9,257	3,792	1,629	1,92
Watsonville		31,250	.0156		.0115	187	186	8,160	2,246	3,485	1,492	1,873	6,608	1,854	2,061	1,100
Shasta		82,901	.0415	4,530	.0362	111	127	22,360	8,202	8,245	2,478	3,990	15,489	12,839	4,780	2.12
Redding		\$8,834	.0294		.0159	201	872	13,101	3,406	8,718	2,104	3,303	14,134	9,124	2,399	1,620
Sierra		1,402	.0007	2,437	.0011	85	84	434	218	234		31	184	177	96	31
Slakiyeu		38,338	.0191	4,187	.0182	112	118	10,396	3,548	2,912	1,043	1,182	7,837	4,388	3,932	1,097
Yreka City		13,418	.0067		.0041	164	268	2,637	893	1,280	373	708	3,570	1,131	1,557	43
Solano	130	133,630	.0660	3,316	.0000	106	88	37,406	12,092	10,771	5,441	10,331	24,879	15,431	6,053	3,70
Vallejo		65,556	.0327		.0340	130	125	16,056	5,653	7,986	3,621	6,841	10,904	6,251	1,677	2,40
Fairfield		17,803	.0089		.0083	114	122	5,544	1,384	1,015	590	1,268	4,322	1,448	1,126	46
Sonoma	267	190,074	.0949	4,088	.0882	105	117	43,748	13,508	22,279	5,849	7,882	27,175	18,535	17,212	5,85
△Santa Rosa		77,044	.0385		.0265	146	212	13,730	3,529	15,683	3,137	4,421	11.552	4,892	8,447	2,63
Petaluma		37,674	.0188		.0122	154	238	7,177	1,908	1,479	1,242	1,473	8,407	2,164	2,531	99
Stanislaus	241	210,325	.1051	4,582	.0898	103	121	47,388	11,985	18,807	11,820	10,398	36,325		23,600	6.82
△Modesto		126,779	.0633	-	.0372	181	309	24,877	6,790	13,907	9,061	6,951	25,515		14,008	4,68
Turlock		27,486	.0137		.0072	176	334	5,080	1,127	1,886	1,528	1,529	4,653	1.976	3,132	73
Sutter		23,988	.0120	2,528	.0163	91	67	7,413	1,890	892	832	495	2,725		3,529	46
Yuba City		16,018	.0080	-	.0074	110	119	8,148	1,458		475	495	2,508		1,417	40
See Marysville- Yuba City			-												-,	
Tohama		27,683	.0138	3,995	.0132	105	110	6,634	2,384	1,917	1,020	704	4,900	4,352	2,522	1.05
Red Bluff		16,969	.0088		.0052	188	288	3,638	1,103	1,524	788	434	3,499		1,241	50
Trinity		6,210	.0031	2,300	.0038	90	74	2,943	636	800	29		73		577	3
Tulare		- 188,530	.0832	4,280	.0822	98	100	47,011	12,820	15,413	7,942	11,750	32,673		21,249	4.90
Visalia		47,688	.0238		.0148	169	277	10,000	2,410		2,719	4,643	8,733		4,240	1,17
Tulare		32,493	.0163		.0105	128	198	6,280	3,253	2,453	1,838	1,663	6,823		4.186	84
Porterville		33,723	.0168		.0087	174	336	7,288	1,897	3,134	1,009	2,319	7,944		4,013	1,25
Dinuba		15,599			.0045	146	282	3,360	805		770		3,840			

everything is UP in RIVERSIDE, CALIF.

The San Bernardino-Riverside Metropolitan Area is 4th in California,

6th on the Pacific Coast and 29th in the nation. half the nation's 29th market

POPULATION UP 64%

EFFECTIVE BUYING INCOME UP 86½%

FAMILIES UP 70%

77,900 people in the corporate city with \$138,415,000 to spend. \$64,139,000 E. B. I. more in just 7 years... that's Riverside, California. Get your share of the purchasing power of the 25,600 families in this rapidly growing and prosperous market. 9 out of 10 families in this fast growing city read the...

RIVERSIDE PRESS and ENTERPRISE RIVERSIDE, CALIFORNIA

An independent market 53 miles from Los Angeles. Represented nationally by Doyle and Hawley.

*Sales Management S. B. P. 1/1/51 vs. 1/1/58

Exclusive coverage daily and Sunday of this important market.

CALIFORNIA	Me-			RET	TAIL S	ALES-	JM :	STIMA	TES, 1	957		The			k original, MANAGEI	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Boying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (\$000)
Tuolumne		18,580	.0093	3,573	.0092	107	108	4,869	2,112	1,696	683	754	2,806	2,135	1,434	586
Ventura		187,320	.0936	3,878	.0984	103	98	50,092	14,278	16,921	9,528	10,406	38,478	18,544	13,144	5,779
Ventura		69,803	.0349	1	.0243	161	231	18,489	5.256	9.545	4,994	4,250	12,742	5,428	2,515	2,694
Oxnard		57,555	.0288		.0212	120	164	13,895	4,427	3,515	2,935	3,592	13.842	5,143	6,096	1,272
Santa Pauls		18,795	.0094		.0079	110	131	5,136	800	1,841	602	1,436	5,676	1,351	688	591
Yolo		70,121	.0350	4,149	.0380	108	108	17,633	4,810	3,686	2,553	1,560	17,683	7,529	9,138	2,079
Woodland		32,556	.0163		.0113	147	212	6,216	1,857	2,049	2,257	928	7,579	3,051	4,962	1,223
Yuba		54,308	.0272	6,315	.0104	118	187	10,150	4,078	5,480	3,748	3,845	11,606	5,070	6,000	1,548
City		64,918	.0584		.0196	168	268	13,170	4,878	5,279	4,153	4,340	14,065	5,424	7,748	1,883
Marysville		48,894	.0244		.0122	226	452	8,022	3,415	4,749	3,678	3,845	11,547	3,953	6,326	1,416
Total Above Cities		16,642,115	8.3133		7.0584	131	154	3,925,978	1,275,993	2,132,839	1,071,868	1,120,752	3,273,675	1,298,148	868,022	548,758
State Total		19,825,500	9.9042	4,202	9.6908	117	119	4,967,614	1,588,957	2,279,555	1,145,216	1,258,266	3,681,647	1,711,029	1,169,558	637,425
METRO. AREAS				RET	TAIL 8	ALES-	SH	ESTIMA	TE8, 1	957		1				
△Bakerefield	177	368,087	.1839	4,478		108	114	90,406	28,341	43,832	15,161	19,971	64,261	39,886	31,853	10,73
Freano	53	453,919	.2267	4,428	.2042	105	116	119,980	31,981	40,992	26,573	34,475	67,208	37,688	38,625	15,69
Los Angeles-																
Long Beach	83	9,121,422	4.5567	4,326		122	128	2,235,957	692,376	1,135,811	546,562	601,682	1,809,918	784,117	454,842	303,12
△Medeste	241	210,325	.1051	4,562	.0696	103	121	47,388	11,985	18,897	11,820	10,398	36,325	17,867	23,609	6,82
Sacramente	121	599,612	.2995	4,475	.2928	178	120	166,919	46,326	89,889	29,548	51,498	92,584	46,811	41,564	18,31
San Bernardine	128	893,141	.4462	3,890	.4179	101	108	217,719	69,877	83,232	40,019	49,382	158,787	112,040	66,322	27,33
San Diego	129	1,133,358	.5862	3,801	.5970	113	107									
San Francisco-								270,589	87,525		67,203	74,363	228,618	96,168	80,691	35,07
Oakland	130	3,605,938	1.8013	4,031	1.9294	123	115	942,842	354,422	448,569	240,482	235,500	613,701	288,727	147,873	116,39

Careful reading of the explanatory introduction, starting on page 13, will help you make the most profitable use of the Survey of Buying Power data.

CALIFORNI	A	3			NUN	ABEF	R OF	OUTL	ET8							3			NUN	IBER	OF	OUT	LETS	3		
Cont. from page	234)	Pep. (thous.)	Total	Food	Eat. & Drink.	Mdse.	Apparel	F-H-A	Gas Sta.	LB-H	Drugs		City	Ce	ounty	Pop. (thous.)	Total Outlets	Feed	Eat. & Drink.	Mdee.	Apparel	F-H-A	Auto.	Sta.	F	Druses
Santa ClaraSanta C Santa CruzSanta C Santa Menica.Los Ang Santa MariaSanta Barba	ruz jeles	34.4 23.6 83.9	200 490 1,084	1 122	7.00	28 29 68	12 37 127	30 75	14 31 22 46 47 120	20 36	7 14 32 5	Sun Sus Taf	inyvale. anville. t	San J Sants Lasss Kern	Clara	83.8 35.6 6.5 4.5 93.6	1,475 170 95 153 312	251 40 12 32 64	341 20 17 25 64	93 16 6 8 23	129 13 7 16 24	80 7 7 14 19	83 13 11 13 15	149 16 9 16 40	65 12 3 6	
Santa PaulaVentura Santa RosaSenema San Luis ObispeSan Lui	is	12.4	181	31 8 95	29 87	14 34	10	17	13 11 36 51	19	3 14	Tra Tul Tur Uki	cy are lock ah	San J Tular Stani Mond	loaquin. esiaus locino	11.0 14.2 7.1 10.6	165 264 213 198	23 39 30 30	37 58 38	8 19 13 14	14 22 22 22 13	8 11 14 15	16 20 15 16	24 31 20 21	7 18 21 11	
Obisy Seaside	oy	18.4 16.9 7.7 18.1	17	5 41	36	18	31	8	21 31	6	3	Vali Ven Visi Wa	lojo itura alia tsonville	Solar Ventu Tular	0 io ira io io	13.3 44.9 25.9 14.7 14.5	105 535 361 367 282	22 108 46 68 42	62 61 64	14 32 26 28 12 53	5 43 39 32 24 71	3 37 38 30 23 36	4 33 25 26 18 24	22 60 43 38 26 65	7 16 16 20 19 27	
South GateLes And South PasadenaLes And	peles	28.0 54.8 18.9	16:	78	115	10 80	29	10 39	7 13 35 81 4 21	20	15	Wo Yre	odland. ka	Yele Siski	you	13.3	537 198 106 146	76 18 14 25	31 19	11 5 14	25 7 10	13 12 8	18 8	24 B	13 8 7	
							ALL				DES	TIMA						The	"SM"	sym	nbols	mari	k orig	inal,	exch	97
METRO. AREAS (continued)	Me- tre- poli- tan Area	Tot Reta Sale (\$00	ail es	% of U.S.A	Hs Ret	ir id.	Buyir Power	ng or (uality Index	In of S	dex Sales luction	Food (\$000)	Eating Drini Place (\$000	k. Ger	neral úse. 1000)	Apparel (8000)	Fur Hou Ap (\$00	n se- si.	Auto motiv (\$000		Gar Static	8 ons	Lumb Bldg Hdw (800	9- 10.	Dru (\$00	9
San Jose Santa Barbara \(\) Santa Rosa \(\) Stockton \(\)	131 132 267 145	173 190	3,267 3,104 3,074 7,841	1	5 4,	306 678 088 189	.341 .078 .088	12	112 119 105 106		114 130 117 108	186,622 42,246 43,748 67,906	13,	627 598 2	5,587 9,651 2,279 8,996	45,495 13,064 5,849 17,357	12	,823 ,781 ,882 ,209	118, 28, 27, 90,	855 175	16,	.439 .147 .535 .319	17,	,378 ,588 ,212 ,494	23 6 5 9	
Total Above Areas		17,743	3,089	8.863	6 4,	212	8.092	26	118		121 4	,432,485	1.420.	719 2,10	0.458 1	,059,133	1,162	,944 3	,303,	239 1	,490	744	973	,851	578	1
Map, page 27	A D	(thous.)		tana,	Neva	da, MBE	R OF	OUTL	ETS	, Wyo						(thous.)	ll lets	-			_	OUT			Ŧ	
City Cou Alamosa Alamos Aurora Adams Boulder Boulde Culnraite Springs El Pas Denver Denver Durango La Plat Englewood Arapah	2 mty sa		16 31 84 4,46 15 26 23	tana, 00 111 44 18 43 38 44 776 43 14 44 37 45 31	Neva NUI 18 21 51 138 802 24 31 37	da,	8 OF 15 15 31 82 277 11 17 16	OUTL V L G 11 17	8 1 8 2 26 3 66 9 25 48 16 1 28 3 16 3	Wyo 4 13 8 15 8 26	8 220 4 11 9 229 7 6 6	Gre La La Lor Lor Pue Ste	Junta mar ngmont. veland eblo	Comments of the comments of th	i o ers der mer	20.8 24.1 8.4 8.7 14.0 8.5 98.0	117 208 163 833 172	9 28 21 179 22	32 44 27 25 18 27 181 27	25 18 12 5 19 14 52 11 18	23 37 17 8 17 8 55	23 26 12 4 22 11 44 13	32 30 7 12 21 17 49 19	37 35 13 14 23 20 93 18 22	28 31 7 16 21 15 34 14	
City Cou Alamosa Alamos Aurora Adams Boulder Boulde Culturatie Springs El Pas Denver Denver Dourango La Pat Englewood Arapah	2 mty sa	(*snoth) dod 5.8 37.3 32.1 70.3 517.7 10.3 29.6 18.3	11 16 31 84 4,46 15 28	tana, 00 111 44 18 43 36 44 776 43 14 44 37 55 31	Neva NUI	MBE 16 13 16 10 22 10 8	82 277 11 17 16 12	OUTL	8 1 8 2 26 3 66 9 25 48 16 1 28 3 16 3	Wyo 4 13 8 25 4 54 5 186 6 23 8 15 EF	8 8 4 FECTIV	Great Lan Lore Pur Ste	and function eeley Junta mar ngmont veland eblo priing	Mess Weld Oten Prow Boul Laris Puet Loga Las	a 1 o der ner hio Animas.	20.8 24.1 8.4 8.7 14.0 8.5 98.0	301 336 140 117 208 163 833 172 219	43 81 20 9 28 21 179 22	32 44 27 25 18 27 181 27	26 18 12 5 19 14 52	23 37 17 8 17 8 55	23 26 12 4 22 11 44 13	32 30 7 12 21 17 49	37 35 13 14 23 20 93 18	28 31 7 16 21 15 34 14	l
City Cou AlamosaAlamos AuroraAdams BoulderBoulde Culerade	2 mty sa	(*snoth) dod 5.8 37.3 32.1 70.3 517.7 10.3 29.6 18.3	111 166 31 84 4,46 18 26 23 11	tana, 00 111 44 18 43 36 44 776 43 14 44 37 55 31	Neva NUI	16 13 16 13 16 10 22 10 8 10 17 E8 10 10 10 10 10 10 10 10 10 10 10 10 10	R OF 5 15 31 17 16 12 17 16 12 17 16 12 17 17 18 17 19 19 19 19 19 19 19	OUTL	8 1 8 2 26 3 66 9 48 16 1 3 10 10 10 10 10 10 10 10 10 10 10 10 10	Wyo 4 13 8 25 4 54 5 186 6 23 8 15 EF	8 8 4 FECTIV	Gri La Lar Lor Pur Ste Tri	and lunction eeley Junta mar reland eblo riing inidad	MessWeldOtenProwBouldLarinPuetLogaLas	odermerhlien	20.8 24.1 8.4 8.4 14.0 8.5 98.0 12.0 12.7	301 338 140 117 208 163 833 172 219	43 81 20 9 26 21 179 22 39	32 44 27 25 18 27 181 27 50	25 18 12 5 19 14 52 11 18	23 37 17 8 17 8 55 11 17	23 26 12 4 22 11 44 13 9	32 30 7 12 21 17 49 19 18	37 35 13 14 23 20 93 18 22	28 31 7 16 21 15 34 14 10	
City Gou Alamosa	Metro-political and Area	(snout) 66 d. 5.9 37.3 32.1 70.3 517.7 10.3 29.6 18.3 6.9 77 3 11 8 8 8 8 8 9 11 8 8 8 8 9 11 8 8 8 8	111 166 31 84 4,46 18 26 23 11	tans, 10 0 11 11 12 13 14 14 15 13 14 14 14 14 14 14 14 14 14 14 14 14 14	Neva NUII	16 13 16 13 16 16 17 16 16 17 16 17 16 17 16 17 16 17 17 17 17 17 17 17 17 17 17 17 17 17	82 2777 11 17 16 12 12 11 17 16 11 12 11 17 16 11 12 11 17 16 11 12 11 17 16 11 17 17 17 18 17 18 17 18 18 18 18 18 18 18 18 18 18 18 18 18	OUTL 6 11 17 58 329 10 24 19 12 Urbar Pop. (thousands	Utah ETS 8 1 8 2 2 8 3 8 9 4 8 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Wyo 4 13 8 15 8 26 4 54 55 18 8 16 8 23 8 15	4 4 11 9 39 229 7 6 6 4 4 9 6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Great La	and function eeley Junta mar ngmont.veland eelio riling inidad Per Held.	Mess Weld Oten Prow Bould Larie Puot Loga Las Loga Las Es	der ner Animas.	20.8 24.1 8.4 8.7 14.0 8.5 12.7 12.7 12.7 15.1 6.6 8.0 15.8	301 338 140 117 208 163 833 172 219 Inco 22,500- 34 19,9 22,1 20,0 19,8	43 81 200 9 26 21 179 22 39 10c.	32 44 27 25 18 27 181 27 50 34,00 44.4 41.0 39.3 43.1	25 18 12 5 19 14 52 11 18 18 18 18 18 18 18 18 18 18 18 18	99 \$ 11 17 Heu	23 26 12 4 22 11 44 13 9 8 8 8 8 12.6 12.6 13.0 13.0 14.0 14.0 14.0 15.0 16.0 16.0 16.0 16.0 16.0 16.0 16.0 16	32 30 7 12 21 17 49 19 18 ids -8,999 %. Inc.	37 35 13 14 23 20 93 18 22 Hala 5. 4. 6. 7. 5.	26 31 7 16 21 15 34 14	
City Gou Alamosa	Inty Into the trong political and Area 39	(snoqq) (do 5.9 37.3 32.1 70.3 32.1 70.3 32.1 70.3 32.1 70.3 32.1 70.3 70.3 70.3 70.3 70.3 70.3 70.3 70.3	111 166 31 84 4,44 18 20 23 11 11 57 8.9 7.3 1.3 8.9 7.4	tans, 10 11 12 14 18 14 14 17 17 18 11 18 18	Neva NUII	16 13 16 13 16 17 16 16 16 17 16 16 16 17 16 16 16 16 16 16 16 16 16 16 16 16 16	R OF	Mexico, OUTL 6 11 17 58 329 10 24 19 12 Urbar Pop. Thousands 43. 5.	Utah ETS Olive 1	, Wyo 1 1 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2	### ##################################	Grata Lau Lou Lou Ste Tri E NCOME Par Capita 1,783 1,423 1,512 1,723 1,579 1,696 1918 1,714	and lunction celey Junta Junta granta selection celes Junta selection celes selection c	Mess Wolson Wolson Wolson Wolson Wolson Lari Lari Loga Las Loga Las Loga Las Loga Las Loga Las Loga Las Es Loga Las Loga Las Loga Las Loga Las Loga Las Loga Las Loga Loga Loga Las Loga Log	1	20.8 24.1 14.0 8.5.5 1950 112.7 ES, 1950 15.1 6.6 6.6 6.6 6.6 6.6 6.7 16.1 8.0	301 338 140 117 208 163 833 172 219 Inco 22,500- % 43 19,9 22,1 22,4 20,0 19,8 818,4	43 81 20 9 28 21 179 22 39 22 39 22 39 22 39 24 11 2.3 11.5 12.3 11.0 21.8 12.5	32 44 27 28 18 27 181 27 50 34.00 % Hisida 44.4 45.9 21.9 28.1	25 18 12 5 19 14 52 11 18 18 18 18 18 18 18 18 18 18 18 18	23 37 17 8 177 8 55 11 17 17 17 18 8 1 1 1 1 1 1 1 1 1 1 1	23 26 12 4 22 11 44 13 9 7,000 9 1sids. 12.5 11.2 10.7 12.3 13.5	32 30 7 12 21 17 49 19 18 18 18 18 18 18 18 18 18 18 18 18 18	37 35 13 14 23 20 93 18 22 20 Hall 5, 6 7 5, 8	28 31 7 16 21 15 34 14 10 000 8 6 6 2 1 .2 1 .8 2 .3 1 .4 1 1 .4 2 2 .3 1 .4 1 .4 2 2 .3 1 .4 2 .3 1 .4 2 .3 1 .3 1 .4 2 .3 1 .3 1 .4 2 .3 1 .3 1 .4 2 .3 1 .3 1 .4 2 .3 1 .3 1 .3 1 .3 1 .3 1 .3 1 .3 1 .3	
City Cou AlamosaAlamos AuroraAdams BoulderBoulde Culivraile SpringsEl Pas DenverDenver DornangoLa Pla EnglewoedArapah Fort CollinsLarime Fort MorganMorga COUNTIES CITIES AdamsAuroraAlamosaAlamosaAlamosaArapahoeArapahoeArapahoeArapahoe	2 inty into the interest of th	(snooth) (slock) (snooth) (slock) (snooth) (slock) (snooth) (slock) (snooth) (snooth	111 184 4,44 18 20 23 111 57 8.9 7.3 1.3 8.9 7.4 9.6	tans, ta	Neva NUII	100 MBE. 100	R OF	Mexico, OUTL 6 11 17 58 329 10 24 19 19 12 Urbar Pop, (thou sands 5. 56.	Utah ETS 9011W 8 1 2 26 3 8 2 2 8 3 16 16 1 1 3 16 3 16 3 16 3 16 3 16	Wyo Wyo	### ##################################	Per Capita 1,883 1,423 1,512 1,723 1,579 1,696 1,714 1,178 1,991 1,991 1,1991	and bunction celey	Mess. Wele Well Wele Wele Well We	30-2, % Haids. 18.00 21.5 21.0 16.8 41.7 29.8	20.8 24.1 8.4 8.7 14.0 9.0 12.0 12.7 12.7 ES, 1953 10.0 10.8 10.0 10.8 10.0 10.8 10.0 10.8 10.0 10.8 10.0 10.8 10.0 10.8 10.0 10.8 10.0 10.8 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5	301 338 140 117 208 163 833 172 219 Inco 22,500- 32 18.4 25.9 21.6 29.9	43 81 200 9 22 399 22 399 38	32 44 27 25 18 18 27 181 27 50 34.00 % 44.4 45.9 28.1 33.0 36.5 36.5 36.5 36.5 36.5 36.5 36.5 36.5	25 18 12 5 19 14 52 11 18 10 0 -8.99 % % 18 10 10 10 10 10 10 10 10 10 10 10 10 10	23 37 17 8 17 8 55 11 17 17 17 17 17 18 8 1 1 1 6 1 1 1 1 1 1 1 1 1 1 1 1 1	23 26 12 4 22 11 13 9 28 12.5 11.2 12.5 11.2 12.3 13.5 7.7 10.1 17.0 19.8 19.8 19.8 19.8 19.8 19.8 19.8 19.8	32 30 7 12 21 17 49 19 18 18.4 16.3 17.3 18.8 20.0 14.5 12.9	37 35 13 14 23 20 93 18 22 Hall 5 4 4 6 7 5 5 3 10 3 3	26 31 7 16 21 15 34 14 10 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	

SM Standard (A) and Potential (Δ) Metropolitan County Areas. « Not Available. Before using these figures read foreword, page 13. © SM, 1958.

6,186 .0021 1,127 4,426 4,067 36.6 13.2 28.5 20.8 28.9 34.5 5.4 10.5 4.6 21.0

KOA-TV

is the key to stability and growth in one of the |

fastest growing markets in the nation...*



DENVER'S TALLEST TOWER KOA-TV's new tower atop famous 7,300-foot Lookout Mountain is 400 feet tailer than that of any other Denver television facility. From this giant tower, 2,867 feet above Denver, Channel 4's 100,000-watt signal covers an area with 486,087 TV-homes.

GREATEST COVERAGE Nielsen Coverage Service #2 shows that KOA-TV reaches 42 counties in Colorado, Wyoming and Nebraska . . . 19 more than Station 8 . . . 8 more than Station C . . . and 5 more than Station D. in addition, booster stations put KOA-TV programs exclusively into 7 mountain communities. Community antenna systems and translators cover 5 more markets for KOA-TV clients — bonus coverage of 3,000 TV homes.

call NBC Spot Sales



Nielsen Coverage Service #2

1957 PERCENT OF INCREASE OVER 1956

* METROPOLITAN DENVER

Population **Bank Clearings 9.7%

**Non-Farm Employment **New Auto Sales

COLORADO

Bank	Debit	s	*******	11.5%
Sales	Tax (Coll	ections	15.1%
***Life I	nsural	nce	Sales	23.4%
***Fuel I	Produc	ction		15.7%

***Fuel Production . ***First Eleven Months

KOA-TV SELLS A MARKET OF 1% MILLION PEOPLE WITH OVER 2% BILLIONS TO SPEND

Population. 1,669,800 506,100 \$2,782,509,000 Buying Income

1958 Survey of Buying Power

.7 % **Denver Only

		0		BTIMAT		58		FECTIVE YING II		_ 6	M ES	TIMAT	ES, 18	167	sive	e estim	tes by	SALES	MAN	inal, e	ENT.
COLORADO	Me- tro- poli-			House-	Cen- sumer	Urban					Income			Inc	come B	reakdo	wn of H	louseho	hdis		
CITIES (continued)	tan Area	(thou- sands)	U.S.A.	holds (thou- sands)	Spending Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Halda.	01	\$2,500 Halds.	% inc.	\$4,000 % Halds	% Inc.	\$7,000 % Halds	07	\$10,000 Helds.	GH.
Custer		1.5	.0008	.4	.4		1,880	.0006	1,253	4,700	3,933	38.0	13.0	25.6	20.2	28.3	38.3	5.8	11.2	4.3	10.3
Delta		18.3	.0107	5.5	5.5	4.3	21,146	.0071	1,156	3,845	3,822	30.0	15.5	27.0	23.2	25.5	38.0	5.8	12.4	2.7	12.1
Denver	39	517.7	.3010	169.9	196.7	517.7	1,064,794	.3570	2,057	6,267	5,413	19.9	5.2	17.7	9.8	30.0	38.8	14.3	20.0	8.2	28.2
▲ Denver		517.7	.3010	169.9	196.7		1,064,794	.3570	2,057	6,267	5.413	19.9	5.2	17.7	9.8	39.9	36.8	14.3	20.0	8.2	28.2
Dolores		2.2	.0013	.5	.5		3,268	.0011	1,485	6,536	5,492	12.8	3.2	23.6	13.0	42.4	37.8	12.4	18.7	8.8	29.3
Douglas		3.6	.0020	1.0	1.0		4,728	.0016	1,313	4,728	4,386	20.7	7.0	28.5	20.7	40.0	47.7	8.2	14.8	2.6	9.8
Eagle		4.7	.0028	1.3	1.5		6,912	.0023	1,471	5,317	4,593	20.0	6.2	25.4	17.8	41.8	45.9	7.1	11.7	4.7	18.4
Elbert		4.4	.0025	1.1	1.1		4,982		1,132			32.6	11.4	27.1	20.7	29.7	37.0	6.2	11.6	4.4	19.2
El Paso	198	121.4	.0706	39.8	46.7	88.5	208,642	.0899	1,719	5,242	4,488	29.4	9.3	21.2	14.6	34.9	39.3	9.3	15.8	6.2	21.0
△Colorado Springs		70.3	.0409	24.9	27.2		124,759	.0419	1,775	5,010	4,575	29.2	9.3	21.9	15.2	34.6	39.1	9.3	15.9	5.0	20.5
Fremont		18.6	.0108	5.3	5.3	9.4	21,339	.0072		4,028		37.3	14.2	25.4		28.0	37.8	8.2	12.7	8.1	14.4
Garfield		12.5		3.8	4.0		20,011	.0067		5,266	4,988	24.9	7.4	23.4		35.2	37.1	10.3	18.4	6.2	24.0
Gilpin		.8	.0005	.2	.3		1,131	.0004	1,414	5,665	3,745	27.0	9.4	21.0	16.0	43.5	53.8	8.0	11.2	2.5	9.6
Grand		3.8	.0022	1.2			6,153	.0020		8,128		24.8	7.8	20.9		37.9	42.1	12.4	20.8	4.0	15.2
Gunnison		6.1	.0035	1.8	2.2	3.1	10,107	.0034		5,615		28.1	8.5	19.6	13.0	36.9	39.8	9.5	15.5	5.9	23.1
Hinadale		.2	.9001				246	.0001	1,230		3,037	30.0	15.4	25.0	27.7	30.0	54.2	10.0	2.7	5.0	
Huerfane		10.3	.0000	2.9	2.0	5.8	11,181	.9037	1,000	3,886	3,762	37.3	15.0	28.4	24.7	26.7	38.0	5.2	11.2	2.4	11.1
Jackson		2.0	.0012	.7	.7		3,992	.0014	1,908	5,703	6,085	19.7	5.6	28.7	16.4	37.3	37.3	9.0	13.6	7.3	27.1
Jefferson	30	96.3	.0560	28.7	28.7	54.4	184,259	.0517	1,802	6,378	5,374	20.7	5.9	19.3	11.8	41.3	41.5	12.9	19.7	5.8	21.1
Klowa		8.1		.9			6,836	.0020	1,883	6,484	5,973	23.4	8.7	22.0	11.5	32.2	27.8	10.1	13.2	12.3	41.7
Kit Careen		9.7		2.8			15,151	.0050		5,411		29.2	8.2	22.6		30.2	30.2	0.2	14.0	8.8	33.7
Lake		6.2	.0038	2.0	2.0	4.1	10,913	.0037	1,760	5,457	8,424	17.6	4.9	15.7	9.8	47.8	47.4	14.1	21.2	4.8	16.1
La Plata		17.2				10.8	29,933	.6070	1,217		4,143	32.1	11.5	24.8	19.8	32.8	41.8	7.2	13.9	3.1	13.5
Durango		10.3					14,347	.0048				29.3	10.0	23.7	17.7	35.4	43.1	8.3	15.3	3.3	13.
Larimer,		49.5					77,968		1,578			29.7	9.6	22.2	15.6	34.2	39.2	9.1	15.8	4.8	19.
Fort Collins		18.3					23,190					30.0	9.8	18.4	12.5	35.9	39.8	10.8	17.3	5.4	21.
Loveland	1	8.5	.0049	2.9	3.0		14,424	.0048	1,607	4,974	4,762	25.7	8.0	23.3	15.9	36.4	40.5	9.7	16.3	4.9	19.

SM Standard (A) and Potential (A) Metropolitan County Areas. © SM, 1958.

Before using these figures read foreword, page 13.

COLORADO		S		PULATI		58	BU	FECTIVE YING IF	COME	_ 0	ES ES	TIMAT	TES, 1	957	sive	estima	tes by	SALES	MANA	GEM	ENT.
COUNTIES	tro- poll-			House-	Con- sumer	Urban					Income			In	come Br	eakdov	vn of H	lousehol	ds		
CITIES (continued)	tan Area	Total (thou- aands)	% U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Halda	2,999 % Inc.	\$2,500 % Halds	% . Inc.	\$4,000 Helds.	0%	\$7,000- % Halda.	%	%	00& ev % i. Inc.
Las Animas		28.8 12.7	.0168	8.0 3.7	8.2	12.7	32,934 16,127	.0110		4,117 4,359	3,992 4,013	36.3 34.5	13.7 12.7	24.4 24.4	20.0 19.5		40.0 39.9	8.4 7.4	55.0		13. 13.
incoln		6.3	.0036	1.9	1.0		9,006	.0034		5,261	5,061	28.2	8.3	22.3	14.2		33.2		17.1		27.
Sterling		20.5 12.0	.0119	3.5	6.1	12.0	31,247 21,960	.0104	1,524	5,296 6,274	5,106 5,140	23.9	7.0	19.7	14.2	38.8	38.2		18.1		23. 25.
Aesa		50.1	.0292	15.3	15.5	20.8	71,108	.0239	1,410	4,648	4,561	28.1	9.3	24.1	17.4		41.0		15.7	4.0	16.
Grand Junction		20.8	.0121	6.4	7.2		35,543	.0119	1,700	5,554	4,893	22.0	6.4	20.5	13.1	40.2	41.6	11.8	18.4	5.5	20.
Mineral		.7	.0004	.2	.2		1,252	.0004		6,280	4,689	10.0	2.8		18.9		43.2	11.5		5.0	
Aeflat Aontezuma		10.8	.0036	3.0	3.0	3.3	14,204	.0035		5,518 4,735	5,172 4,880	34.5	11.2		11.3		40.9 32.6	7.5		6.3	
Montrose		16.4	.0096	4.8	5.0		20,406	.0068		75.00	4,079	32.8	11.0		21.0		40.3	6.0		3.2	
Fort Morgan		20.8	.0121	5.9 2.1	5.9 2.4	6.9	28,763 12,747	.0007	1,383	6,070	4,860 5,101	28.6	5.7	20.5	10.4		35.8		15.8	7.5	
Here		28.2	.0164	8.1	8.1	13.1	37,133		1,317	4,584	4,579	28.0	9.3	25.1	10.0	-	39.8	9.3	2300	3.9	
La Junta		8.4	.0049	2.6	2.7		13,584	.0046	1,629	5,263	4,931	23.5	.7.0	18.4	12.0	40.2	42.6	13.3	21.4	4.6	17.
Ouray		1.7	.0010	.6	.6		2,883	.0010		4,772	4,325	29.2	9.8		16.0		45.3	7.5			15.
Park		1.7 5.2	.0010	1.3	1.3		3,100 7,803	.0010	1	6,218	4,696 5,810	21.2	6.0	19.6	12.0		41.0 27.0	9.5	17.9	6.4	
Pitkin Prowers		1.6	.0010	5.0	5.0		24,047	.0010		5,530 4,809	4,877	30.8	9.8	22.8	14.5		39.8		15.4	6.2	
Lamar,		8.7	.0050	2.4	2.7		13,452	.0045			4,906	28.5	7.7	23.9	15.1	32.6	33.6	9.5	14.7	7.5	28.
Pueble ▲Pueblo	113	110.5 98.0	.0643	31.4 28.2	31.7 28.2	100.2	160,827 144,071	.0540		5,125 5,109	5,067 5,093	21.3	6.4	21.3	13.8		43.5		18.9	4.6	
		80.0	.0070	40.4	40.4		232,011	.0200	2,210	0,200	0,000	21.0	0.2	24.0	10.0	20.0	10.0	44.0			
Rio Grande		6.0 13.8	.0034	1.7	3.2	3.6	11,483 15,355	.0038	2,000	6,756 4,798	5,719 4,725	12.4	3.0	20.0	10.6		38.2		17.6	9.5	30.
Routt		8.9	.0051	2.7	2.8		13,115	-			4,644	28.3	8.4	22.9	16.0		42.4	9.3	200		17.
Saguache		5.3	.0031	1.3	1.4		6,483	0001	1,223	4,987	4,404	33.1	10.8	24.3	17.3	29.3	34.0	7.5	12.2	5.8	24
San Juan		1.5	.0000	.4	.4		2,250	.0008	4 000	5,625	4,956	13.8	4.0	20.8	12.9		50.8		18.2		14.
San Miguel		2.6	.0015	.7	.8		3,986	.0013	1,525	5,066	4,500	19.9	6.0	29.8	13.5	44.4	47.8	10.6	17.1	4.3	15.
Sedgwick		5.4	.0031	1.6	1.6		9,038	.0031	1,874	5,649	5,412	23.5	8.5	24.9	14.9	31.6	30.8	11.6	17.0	8.4	30.
Summit		1.2	.0007	.4	.4		1,796	.0006		4,495	3,978	28.0	10.2	22.0	17.5		51.8		17.6	1.0	2.
Toller		2.2	.0013	.7	.8		3,100	.0010	1,409	4,429	3,730	33.9	13.0	26.9	22.5	30.6	41.8	6.3	13.0	2.3	9.
Washington		8.6	.0050	2.4	2.4		12,044	.0040		5,018	4,835	30.8	9.5	24.5	10.5		31.5	9.5			28.
Greeley		75.1 24.1	.0437	21.6	22.3 8.6	24.1	105,378	.0354	1,403	4,879 5,197	4,717	28.8	9.0	23.7	16.4		37.1		15.7		
Yuma		11.1	.0084	3.4	3.4		18,144	.0000	1,635	5,336	5,307	25.7	7.3	23.1	14.4		34.1		15.4		28.
Total Above Cities		935.6	.5439	297.8	339.6		1,746,336	. 5855	1,867	5,864	5,142	22.1	6.1	19.0	11.4	39.2	38.5	12.8	19.1	6.9	24.5
State Total		1,669.8	.9708	506.1	568.3	1,103.6	2,782,509	.9329	1,000	5,486	4,984	24.4	7.1	20.5	13.1	37.4	38.7	11.5	17.9	6.2	23.
	J	POP EST	ULATIO	N 1/1/58	1	DEKEN	E. B. I. ESTIMATE	S, 1957			1	Sh		OPULA'		1/88	10	SM	E. B. I.	ATES,	, 195
METRO. AREAS	Total	% he the		ier Uvt	ban bo.	Not	% Pe	Per		IETRO.		otal	%	House- hold	Con- sumer Spend-	Urbar Pop.		Nat	% of	Per	Pe
	thou- ands)	of (the	de) Uni	its san	ids)	Dollars (\$000)	U.S.A. its	hold					of .S.A.		Ing Units (thous.)	(thou sands		soliara soco)	U.S.A.	Cap- ita	H'a
Colorado	100 4	0700			00.4	000 040	0000 4 7	10 5 545		0	1	10.5	0643	31.4	31.7	100	.2	160,927	.0540	1,488	5,1
					88.6 74.3 1		.0099 1,7			Above A	reas 1,0	12.2 .	5887	316.4	355.9	863	.1 1,	851,483	.6208	1,829	5,80
	Me-				TAIL	SAL	es- U	ES ES	TIM			7									
COUNTIES	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales		rer Qu	ality of	dex Sales luction	Food (8000)	Eating Drin Place (\$00	k. Ge	neral dse. 000)	Appar (\$000	el Ho	ppl. 000)	Aute- mative (\$000)	Sta	ias itions 000)	Bidg. Hdwre. (\$000)	D	Drugs \$000)
\dams	39	65,58	-			99	87	71	13,87	-		2,314			2,270	11,3	-	2,290	8,00	7	4,0
Aurora		44,33	9 .022	2	:01	99	92	103	13,34	1 2,	711	5,767	2,	002	1,747	5,60	01	5,714	3,23	5	2,4
Alamosa		12,71 12,63			.00		92	97 150	2,83			2,397		239	440	2,70		1,329	1,19		4
Vrapahoe	39	99,36					95	90	30,74	1		9,555	1,	951	6,239	22,90	01	8,462	7,00		3,7
Englewood	10	56,32	4 .028	1	.02	03 1	118	163	16,000	1,	728	4,240	1,	232	4,659	19,80	08	2,910	2,45	8	1,7
Seebulete		3,72	8 .001	8 - 6,21	3 .00	12	80 1	120	887	7	240	848		42		82	28	545	26	8	2
Archurett						66	88	81	908	el .	494	000		90	150	1,00	94	000	-	9	21
Archuleta		5,09 5,06					66	47	1,25		171 275	273		90	200	1,61		921 611	96 53		13



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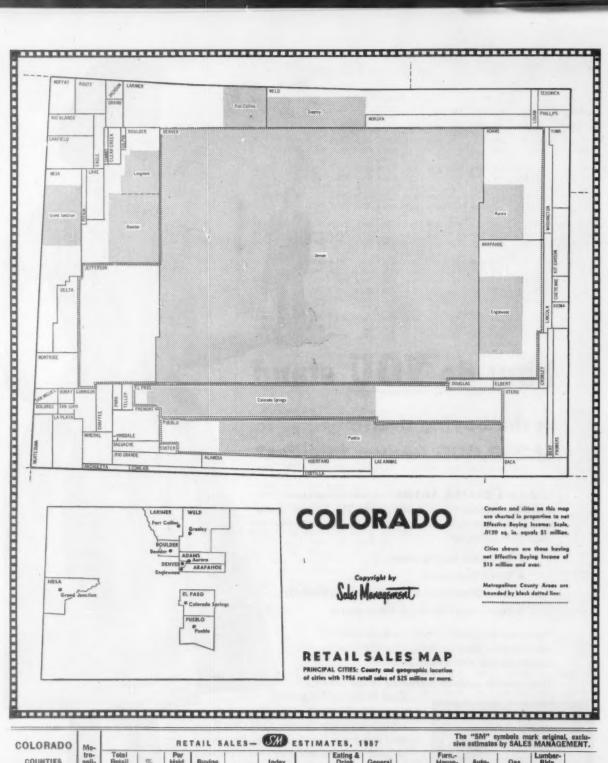
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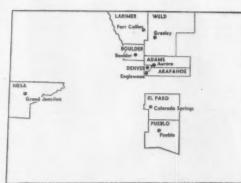
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errea's Great Newspapers





COLORADO	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	987		The	"SM" s	ymbels ma by SALES	rk original, MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Saine Production	Feed (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (8000)	Drugs (\$000)
Boulder		74,060	.0373	4,418	.0337	103	114	17,314	4,820	3,941	4,610	4,618	15,030	7,330	8,521	2,995
Boulder		48,491	.0232		.0211	113	124	10,915	2,740	2,378	3,623	2,847	9,670	4,290	4,116	1,789
Longmont		20,008	.0100		.0084	104	123	4,251	708	1,388	958	1,533	4,254	1,486	3,140	914
Chaffee		11,260	.0086	5,118	.0042	102	137	2,513	1,018	558	297	525	2,870	1,423	1,181	280
Cheyenne		2,404	.0012	2,003	.0017	81	87	801	273	70		80	358	418	312	183
Clear Creek		8,467	.0028	4,970	.0022	110	140	812	1,453	338	28	187	1,306	776	232	182
Consjes		4,617	.0022	1,807	.0037	50	35	803	314	696			1,108	879	324	220
Costilia		1,763	.0000	1,489	.0017	47	25	177	48	682	28			316	329	87
Crowley		2,995	.0015	2,139	.0021	68	47	547	82	170	29		1,335	36	501	122
Custer		660	.0003	1,625	.0008	78	38	270	71	42	17			***	35	178
Delta		17,202	.0086	3,128	.0083	78	80	4,610	005	1,483	757	503	3,506	1.313	2,404	655

O SM, 1958.

Before using these figures read foreword, page 13.



THERE'S NO INTERURBIA

... or even suburbia...

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Loveland Reporter-Herald
Montrose Press
Pueblo Star-Journal & Chieftain
Rocky Ford Gazette

Sterling Journal
Tribude Chron
Walsenburg W
Nebraska
Scottsbluff Stex
New Mexice
Raton Range

Sterling Journal-Advocate Trinidad Chronicle-News Walsenburg World-Independent Nebraska Scottsbluff Star-Herald

COLORADO MetroTotal (7 Per Date | Eating & County | Furn. | Suite | Furn. | Suite
COUNTIES CITIES (centinued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Feed (\$000)	Eating & Drink. Places (8000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (8000)	Gas Stations (\$000)	Bldg. Hdwre. (\$000)	Drugs 7 (8000)
Denver	39	843,312		4,964	.3651	121	140	169,405	58,891	162,381	44,991	49,729	179,971	49,040	38,874	42,444
1▲Denver		843,312			.3651	121	140	169,405	58,891	162,391	44,991	49,729	179,971	49,040	38,674	42,444
Delores		1,690		3,380	.0010	77	69	167	248	***	***	8 8 8	327	262	296	337
Douglas		4,286	.0021	4,288	.0019	95	105	663	575	135	32	67	1,691	703	276	88
Eagle		3,526		2,712	.0022	79	64	1,064	278	167	59	83	499	411	250	224
Elbert		1,780		1,618	.0018	84	32	617	78	1 94			344	169	358	46
El Pase	196	173,741	.0868	4,365	.0781	106	123	34,991	13,000	13,909	11,174	10,807	31,463	16,468	19,597	7,068
△Colorado Springs		157,473			.0527	129	192	31,346	10,759	13,397	11,043	10,281	30,594	12,707	18,076	6,215
Fremont		18,657	.0094	3,520	.0086	80	87	4,246	1,300	1,144	636	1,020	3,800	2,996	1,402	862
Garfield		18,089		4,760	.0075	103	123	3,490	1,771	1,295	584	363	4,628	1,812	2,334	841
Gilpin		1,011	.0005	5,055	.0005	100	100	142	395	***	***	19	***	180	68	65
Grand		6,387	.0032	5,323	.0024	109	148	1,056	1,101	433	65	98	1,070	206	818	472
Gunnison		7,226	.0036	4,014	.0034	87	163	1,864	845	344	320	390	1,072	1,478	888	186
Hinedale		101	.0001	4,014	.0001	97	103		88		***		***	***	***	***
Huerfane		8,673	.0033	2,301	.0041	68	85	1,878	696	483	100	102	1,367	1,157	303	300
Jackson		1,841	.0009	2,630	.0012	100	78	251	223	153	***		557	253	127	210
Jefferson	39	107,078	.0535	3,731	.0831	95	96	38,100	7,216	3,407	1,060	3,722	25,617	9,677	7,784	4,844
Klowa	-	3,120	.0016	3,477	.0018	100	89	920	185	200	38		210	850	445	96
Kit Carson		8,173	.0041	2,919	.0049	88	73	1,425	483	431	145	53	1,456	803	1,774	376
Lake		9,960	.0049	4,980	.0040	111	136	2,856	971	2,391	57	143	1,500	1,085	304	377
La Plata		29,870	.0149	6,223	.0100	100	149	6,681	1,556	2,447	984	1,465	7,297	3,117	3,347	905
Durango		26,617	.0133		.0078	127	322	5,651	1,294	2,101	723	1,295	7,297	2,571	2,823	840
Larimer		59,498	.0298	3,839	.0278	97	183	13,297	3,855	4,597	2,488	3,147	13,476	5,100	8,979	2,238
Fort Collins		34,629	.0173		.0127	120	163	8,012	1,571	3,252	1,382	2,040	9,112	2,471	3,828	1,050
Loveland		15,014	.0075		.0056	114	183	3,069	672	943	589	784	3,798	1,170	2,371	722
Las Animas		17,346		2,160	.0114	68	81	3,756	1,484	3,052		529	3,425	1,888	896	552
Trinidad		14,969	.0075		.0064	86	101	3,377	1,183	2,227		504	3,425	1,243	952	503
Lincoln		7,174	.0036	3,776	.0035	97	100	871	535	142	200	25	1,221	1,520	967	307
Logan		25,519	.0128	4,325	.0114	98	108	4,881	1,351	2,241	888	1,857	8,809	3,284	2,484	672
Sterling		22,831	.0114	-	.0085	121	163 I	4,284	1,140	2,020	858	1,657	8,408	2,300	3,097	580

1 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Consus and is particularly significant for cities listed in the editorial introduction, starting on page 13, under heading "Mail Order."

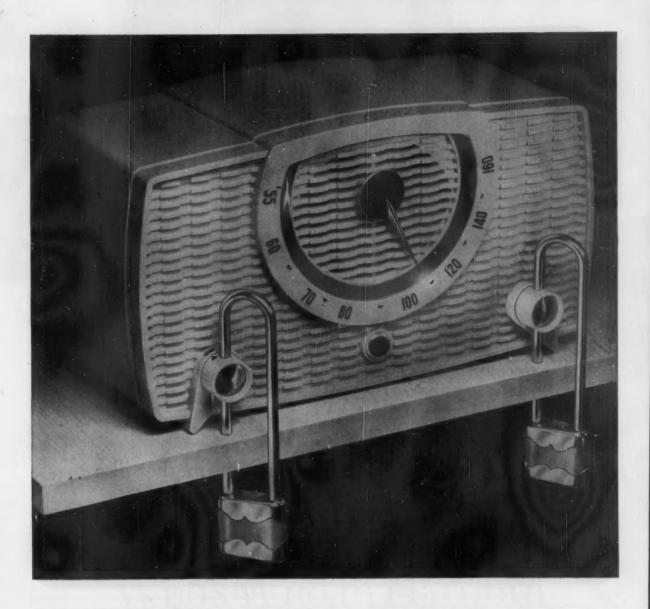
SM Standard (A) and Potential (\(\Delta \)) Metropolitan County Areas. Before using these figures read foreword, page 13.

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COLORADO	Me-	RETAIL SALES— CM ESTIMATES, 1957 The "SM" symbols mark original, sive estimates by SALES MANAGE												MENT.		
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (9000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Mesa		73,716	.0368	4,818	.0289	99	126	15,939	3,583	6,272	2,903	4,458	17,362	5,192		2,3
Grand Junction		65,541	.0327		.0182	150	270	11,895	3,207	6,072	2,835	4,325	16,843	4,150	9,133	2,0
Mineral		471	.0002	2,355	.0003	78	50	91	61	94	***	***		156		
Moffat		9,401 19,983	.0047	4,948 6,661	.0039	108	131 161	2,117 3,928	1,074 1,388	524 2,262	262 325	166 488	1,347 6,812	1,101 2,012		7
													0,010	2,010	1,114	
Montrose Morgan		19,703 25,752	.0009	4,105 4,365	.0083	87 92	104	4,479 5,409	1,005 1,718	1,883	592 919	1,141	3,274 5,529	2,838		1
Fort Morgan		15,829	.0079	4,000	.0053	133	198	3,328	972	804	583	1,079	3,809	1,113	1	
Otera		26,506	.0133	3,272		82	81	7,498	1,761	2,705	1,298	1,544	4,932	2,300		. 1
La Junta		12,904	.0064		.0052	106	131	3,018	777	1,676	772	1,139	2,946	819	790	
Duray		1,789	.0009	2,982	.0010	100	98	479	143	228		***	***	338	162	100
Park		1,940	.0000	3,898	.0009	90	90	371	380	380	***	***	273	421		
Phillips		6,353	.0032	4,887	.0029	97	107	1,314	237	228	88	117	1,989	207	1,242	1
Pitkia		2,721	.0014	8,442	.0011	110	140	421	817	74	71	75	214	361	1	1
Prowers		15,744	.0078	3,149	.0084	82	78	2,911	1,110	1,046	535	442	3,698	2,574		
Lamar	113	12,244 125,264	.0061	3,989	.0051	102	122	2,270 33,143	856 8,841	921 13,044	405 7,442	355 8,153	3,197 27,961	1,890 8,249		3.
▲Pueblo	113	121,477	.0607	5,000	.0538	94	106	31,543	8,199	12,884	7,429	8,153	27,779	7,768		
Rio Blanco		5,521	.0028	3,248	.0035	103	82	1,407	272	255	108		1 450	401	842	
Rio Grande		11,450	.0057	3,578	.0050	73	70	2,858	552	1,129	148	336	1,438	1,293		1
Rautt		6,984	.0035		.0043	84	69	1,881	308	690	131	179	1,481	988		
iaguache		3,008	.0015	2,314	.0021	68	48	486	167	259	10		855	538	417	
ian luan		655	.0003	1,638	.0007	78	33	218	71			***	71	108		
ian Miguel		2,211	.0011	3,159	.0012	80	73	456	191	207	48	***	875	61	98	
ledgwick		6,176	.0031	3,860	.0031	100	100	1,089	314	571	95	259	1,837	296	1,361	hul.
Summit		1,204	.0006	3,010	.0007	100	88	146	517	124	***	* ***	***	292		
Teller		2,078	.0010	2,969	.0010	77	77	711	322	28	25	40	185	317	106	-
Washington		5,600	.0028	2,337	.0039	78	56	1,287	222	524	58	129	850	574		
Weld		74,844	.0374	3,465	.0376	86	86	15,797	4,008	5,195	3,537	4,498	14,938	7,017		2,
Greeley		48,108 9,077	.0240	2,670	.0167	119	171 72	10,977	1,571	4,266 565	3,153 149	3,648 314	11,582 2,324	2,574 648		1,
	-															
Total Above Cities, .		1,570,743	.7846		.6369	117	144	335,466	99,680	220,102	83,483	96,214	347,791	105,554	110,018	68,2
iente Total		2,126,660	1.0624	4,208	.9793	101	109	476,122	146,777	262,514	93,692	112,233	453,019	180,184	174,805	93,0
METRO, AREAS				RE	TAIL S	ALES-	SH)	STIMA	TES, 1	957						
Colorado Springs	196	173,741	.9866	4,365		100	123	34,991	13,000		11,174	10.807	31,463	16,466	19,597	7,
lenver	39	1,115,309	.5572	4,549		112	123	252,213	76,594		50,304	81,960	239,809			
uebio	113	125,264	.0626	3,989	.0588	91	97	33,143	B,841	13,944	7,442	8,153	27,961	8,249	8,097	3,
otal Above Areas		1,414,314	.7086	4,470	.6401	100	120	320,347	98,525	204,820	68,920	80,920	209,233	104,186	89,254	65,
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Ansonia New H Bridgeport Fairfie Bristol Hartfo Danbury Fairfie Dorby New H East Hartford. Hartfor Martherd Hartfor Manchester. Hartfor Meriden New H Middletown Middletown Middletown H New Britain Hartfo New Britain Hartfo New Haven New H	ld laven rd rd rd laven laven seex laven	38,4 49,8 188.2 2,34 40.3 51.0 62 34.2 34 19.2 22 85,7 88 165.9 2,56	6 442 6 131 1 00 4 33 0 180 1 554	120 4 06 3 52 153 7 468 23	6 62 4 3 82 1 8 13 1 2 86 6 0 314 13	8 24 8 9 15 2 8 11 16 1 30 8 9 104 16	0 22 16 2 15 13 8 18 10 5 22 32 4 68 96	Wal Wal We F Wal	lingford erbury ii lartford it Haven	New Haver New Haver Hartford New Haver Windham	13.6 112.7 55.0 38.9 18.1	219 5 1,399 33	2 31 11 8 268 9 6 43 2	9 22 1 8 152 7 • • • • • • • • • • • • • • • • • • •	7 55 90 • • • • 8 18 20	38
Insonia New Hirldgeport Fairfie Fristol Hartfo Janbury Fairfie Jorby. New Hartford Hartford. Hartford Fairfie Manchester Hartford New Wilddletown Middletown Middletown Middletown Middletown Mow Wilddletown New Webritain Hartforden New Webritain Hartforden How Britain Hartforden How Britain Hartforden Hartforden New Britain Hartforden Har	ld laven rd rd rd laven laven laven laven ondon.	38.4 49.8 188.2 2,34 40.3 51.0 62 34.2 34.2 34.2 19.2 22 85.7 88 31.0 66 99.5 99.5 99.5 99.5 99.5 99.5 99.5 9	6 A42 6 131 1 00 4 33 6 180 1 564 4 112	120 4 66 3 52 163 7 468 23 107 8	6 62 4 3 12 1 8 13 1 2 11 6 0 314 13 4 50 4	6 24 8 9 15 2: 8 11 1: 1 30 6 9 104 16 0 35 4	0 22 16 2 15 13 0 18 10 5 22 32 4 68 06	Wal Wal We F Wal	lingford erbury ii lartford it Haven	New Haver New Haver Hartford New Haver	13.6 112.7 . 55.9 . 38.9 . 16.1	219 5 1,399 33 * 257 4 130 3	2 31 19 8 266 9 6 43 2 0 19 1	9 22 1 8 152 7 	7 55 90	38

The Survey of Buying Power

Where Adverticers and Agencies MEET and AGREE



You'd think they'd thrown the keys away...

▶ IN SOUTHERN NEW ENGLAND, Politz studies show that 88 out of every 100 people listen to radio — morning, noon and night — and almost four times as many tune to 1080 on the dial as to any other radio station.

IN WTIC's WIDE COVERAGE AREA, Family Spendable Income is 17% above the U.S. average. You can reach this quality in quantity on the radio station that serves best.



REPRESENTED NATIONALLY BY
THE HENRY I. CHRISTAL CO., INC.
NEW YORK . BOSTON . CHICAGO
DETROIT . SAN FRANCISCO . ATLANTA

MTIG HARTFORD CONNECTICUT

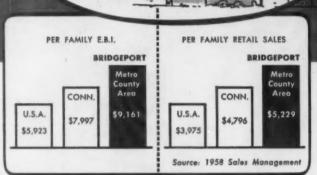
in Connecticut, the people of

BRIDGEPORT.

EARN MORE
SPEND MORE

best selling medium — the Bridgeport POST-TELEGRAM.

Bridgeport's M.C.A. with over 600,000 customers, offers advertisers a highly concentrated market of high-income, free-spending families. Easy-to-reach and easy to sell, the Bridgeport market presents unlimited opportunity for selling all consumer items through Bridgeport's



No other medium covers the great Bridgeport market like...

THE BRIDGEPORT

POST-TELEGRAM

93% ABC CITY COVERAGE 67% ABC CITY & RTZ COVERAGE

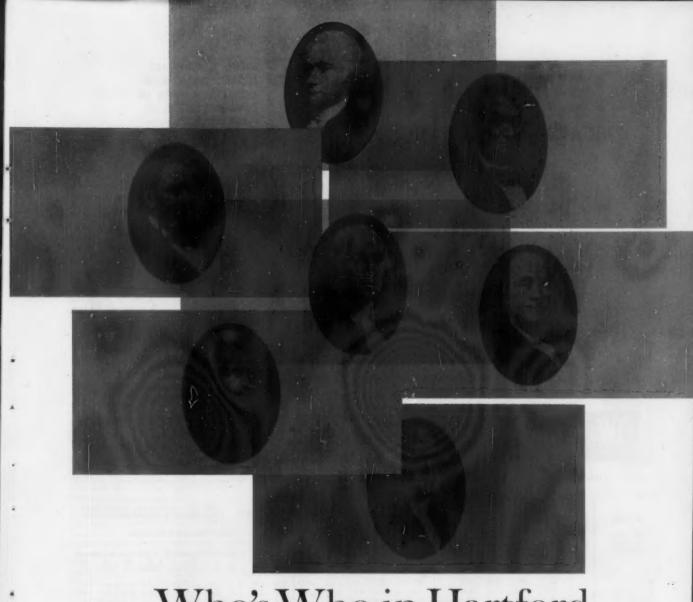
represented nationally by MOLONEY, REGAN & SCHMITT, INC.

		U	M E	PULAT	ION ES, 1/1/	88	BUYING INCOME— SM ES						The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.								
CONN. Me tro-				House-	Cen- sumer	Urban					Income			Inc	omo B	reakdev	vn of H	lousoho	lds		
CITIES	tan Area	Total (thou- sands)	U.S.A.	helds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hold.	Per C. S. U.	\$0-2 % Haida.	,499 % Inc.	\$2,500 % Halds.	-3,999 % Inc.	\$4,000 % Hslds.	%	\$7,000 % Hsids.	-9,999 % Inc.	\$10,000 % Halda.	%
Fairfield	19	803.5	.3809	176.8	204.3	519.9	1,619,725	.5431	2,684	9,161	7,928	9.0	1.0	10.9	4.0	45.4	28.0	20.2	18.8	14.5	47.8
▲Bridgeport		168.4	.0979	49.6	60.1		390,020	.1308	2,316	7,863	6,480	9.3	2.0	11.2	5.1	49.1	36.6	19.7	22.2	10.7	34.1
▲Stamford		86.2	.0502	24.6	28.7		221,918	.0744	2,574		7,720	8.5	1.5	10.1	3.9	42.9	27.1	22.2	21.2	16.3	46.3
▲Norwalk		62.1	.0061	18.6	21.3		163,985	.0550	2,641	8,816	7,663	8.5	1.5	10.3	4.0	44.0	28.3	21.6	21.0	15.7	45.2
Danbury		23.8	.0138	6.9	8.1		50,949	.0170	2,141	7,384	6,239	10.0	2.2	11.7	5.6	50.4	39.3	18.5	21.8	9.4	31.1
Stratford		43.0	.0250	12.6	13.4		94,219	.0316	2,191	7,478	6,994	8.7	1.8	10.6	4.8	47.1	34.8	21.8	24.4	11.8	34.2
Greenwich		49.8	.0290	14.9	-		171,860	.0576	3,451	11,534											
Shelton		16.0	.0093	4.4	4.8		31,919	.0107	1,995	7,254	6,570	9.9	2.1	12.2	5.7	49.5	38.0	18.4	21.4	10.0	32.8
Hartford	63	641.6	.3731	186.5	219.5	526.3	1,519,568	.5095	2,368	8,148	6,921	8.4	1.7	10.6	4.7	48.9	33.2	22.0	23.5	12.1	36.9

SM Standard (\spadesuit) and Potential (\triangle) Metropolitan County Areas. $^{\circ}$ Not Available.

Before using these figures read foreword, page 13.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



Who's Who in Hartford

Introducing Hartford's most prominent men about town. You see their faces *everywhere* you go, by the thousands...on fast-circulating United States currency.

For Greater Hartford, insurance headquarters of the nation and a vital industrial center as well, is a solidly prosperous market. Last year, per family income grew to a robust \$8,148 . . . fourth highest in the country! Which explains retail sales within WHCT's coverage area totaling \$2,029,433,000, as well as record-breaking food and drug sales.

As Hartford-New Britain's favorite television station, WHCT is a prime sales tool throughout this dollar-plentiful territory, watched by more people throughout the week than any competing station in the area (ARB).

Become prominent in Hartford yourself. Use WHCT

CBS Owned, Channel 18, Hartford - Represented by CBS Television Spot Sales

Source: Sales Management "Survey of Buying Power," May 1958.

NEW BRITAIN

HARDWARE CENTER OF THE WORLD

-AND A COMPACT, HIGHLY DIVERSIFIED INDUSTRIAL AREA IN CONNECTICUT'S FIRST MARKET.

A \$ 288,870,000 POTENTIAL

(1957 TOTAL BUYING POWER)

A STUDY WITH FULL DETAILS

on this outstanding and highly profitable Connecticut Market Area is NOW available. Contact your nearest Story, Brooks & Finley office for a copy of this interesting booklet.

A MARKET EASILY REACHED

through the full and complete Daily Coverage of the area's only daily newspaper.



THE NEW BRITAIN HERALD - REACHING 30,000 HOMES DAILY

REPRESENTED NATIONALLY BY STORY BROOKS & FINLEY, INC

CONN		0	M P	PULAT	ION ES, 1/1/	58	EF BU	FECTIVI	_ (The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.											
CONN.	tro- poli-			House-	Con-	Urban					Income			Inc	ome B	reakdov	in of h	louveho	lds		
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Deliars (000)	U.S.A.	Per Capita	Per Held.	Per C. S. U.	\$0-2 % Helds.	,490 % Inc.	\$2,500 % Halds.	-3,999 % inc.	\$4,000 % Haida.	-6,999 % Inc.	\$7,000 % Haids.	-9,999 % inc.	\$10,000 Helds.	%
▲Hartford		188.2	.1094	55.8	78.1		461,601	.1548	2,453	8,272	6,311	8.4	1.8	10.2	4.6	49.0	36.3	21.9	24.6	10.5	32.7
▲New Britain		85.7	.0499	24.6	28.7		200,280	.0671	2,337	8,141	6,972	7.9	1.6	10.8	4.7	47.3	33.6	22.2	23.8	11.8	36.3
West Hartford		55.9	.0325	15.9	19.8		193,270	.0648	3,457	12,185	9,761	6.1	.8	6.7	1.9	29.8	13.9	27.0	19.5	30.9	63.9
Bristol		44.5	.0258	12.8	14.4		99,319	.0333	2,232	7,750	6,881	8.4	1.7	10.6	4.8	48.0	35.1	29.3	24.6	10.8	33.8
East Hartford		38.4	.0224	10.4	12.4		82,908	.0278	2,159	7,972	6,672	6.4	1.3	9.1	4.2	48.5	36.1	25.5	28.8	10.5	29.6
Manchester		40.3	.0234	11.8			86,232	.0289	2,140	7,308											
Litchfield		113.8	.0681	34.3	38.6	56.4	231,236	.0775	2,032	6,742	6,307	10.4	2.4	14.0	6.8	49.8	40.1	17.1	20.9	8.7	29.8
Torrington		30.2	.0175	9.0	9.3		59,707	.0200	1,977	6,634	6.367	9.9	2.3	12.9	6.4	50.9	41.6	18.4	22.7	7.9	27.0
Winsted		10.1	.0059	3.0	3.4		20,165	.0068	1,997	6,722	5,898	10.0	2.3	13.3	6.8	51.4	42.9	17.9	22.6	7.4	25.4

SM Standard (A) and Potential (A) Metropolitan County Areas. * Not Available.

Before using these figures read foreword, page 13.

MANCHESTER

G-R-O-W-I-N-G

Shopping Center for

\$134,539,000

MARKET

Independent research shows that an increasing number of people from surrounding communities are shopping in Manchester rather than travel to Hartford.*

Manchester is the center of a 60,748-population market (A.B.C.)—prosperous families with more than \$7,300 average income and \$134,539,000 total income. Sales average better than \$5,000 per family, total \$90,332,000.

Be sure your advertising follows the shopping trend in Connecticut's largest county. Schedule the Evening Herald—read in 9 out of 10 Manchester homes, better than 6 out of 10 in the entire market.

*Survey by Dr. Walter C. McKain, U. of Conn.

MANCHESTER EVENING HERALD

MANCHESTER, CONN.

Represented by The Julius Mathews Special Agency, Inc.

SHI Esti-(in thousands) New York City, N. Y...... 7.785.1 Los Angeles, Cal. 2,328.1
Philadeiphia, Pa. 2,209.0 Detroit, Mich.... 1,950.0 Baltimore, Md..... 978.1 Cleveland, Ohie..... 948.1 Heuston, Tex.... 910.0 St. Louis, Mo..... 870.0 Washington, D. C..... 838.8 San Francisco, Cal..... 861 5 Milwaukes, Wisc..... 756.0 Boston, Mass..... 742.0 Pittsburgh, Pa..... 685.1 New Orleans, La..... 680.5 Dailas, Tex..... 845.0 Buffalo, N. Y..... 802.5 575.1 San Antonio, Tex..... 554.0 Cincinnati, Ohio..... Denver, Colo..... San Diego, Cal..... 513.R 509.2 497.0 Memphis, Tenn.... 489.2 Newark, N. J.... 454.1 Columbus, Ohio..... 451.6 Indianapolis, Ind..... 451.1 433.4 Norfolk, Va..... Louisville, Ky..... Oakland, Cal..... 413.5 Portland, Ore..... Fort Worth, Tex..... 388.1 Birmingham, Ala..... 385 2 Rechester, N. Y..... 347.8 338.2 St. Paul, Minn..... Tolado, Ohio..... 304.0 Jersey City, N. J..... 302.2 Omaha, Nebr..... 298.0 Oklahoma City, Okla..... Dayton, Ohio..... 292.0 Miami, Fla.... 275.9 El Paso, Tex..... 263.0 Tampa, Fla..... 255.5 Tuisa, Okia..... 254.2 Wichita, Kans..... 244.8 243.1 231.3 Providence, R. I..... 230.0 Syracuse, N. Y.... Des Moines, Iswa..... 208.5 Worcester, Mass..... 208.5 Mobile, Ala.... 204.4 Flint, Mich..... Grand Rapids, Mich..... 190.5

POPULATION 1/1/84

CITY and STATE

CITY and STATE	NET INCOME Per FAMILY	CITY and STATE	PER FAMILY
	SM Esti- mates \$		SH Esti- mates
Hartford, Conn	8,272	Boston, Mass	6,78
		Hartford, Conn	6,76
Washington, D. C			
Detroit, Mich		Flint, Mich	
Toledo, Ohio		Atlanta, Ga	
Chicago, Ill		Richmond, Va	6,13
San Francisco, Cal	7,528	Dayton, Ohio	0.0
Dayton, Ohio	7,525	Indianapolis, Ind.	
New York City, N. Y.	7,270	Suram	
Flint, Mich	7,267		
Newark, N. J	7,253		
Columbus, Ohio			

Money Talks!

Families in Hartford, Conn., have more money to spend than those of any other of the nation's 60 largest cities.

The table shows what happens when these cities are rated in buying power and sales productivity.

89.2% of the families read The Hartford Times at home, in the evening... This is 72% greater than the Hartford morning newspaper. The Times enjoys a 60.9% greater readership in Hartford and 29 surrounding townships (Metropolitan Hartford with a population of 481,410).

And advertisers know. Retailers placed 13.23 million lines of their advertising in the evening Hartford Times in 1957 and 5.47 million lines in the morning newspaper. General Advertisers (omitting liquors which The Hartford Times does not accept) placed 2.99 million lines in The Hartford Times and but 0.94 million lines in the morning newspaper.

So again, year after year, Hartford, Conn., is America's richest big market; and The Hartford Times is by all odds the most powerful advertising medium to cover it.

Largest daily circulation in Connecticut

The Hartford Times.

Member: The Gannett Group

HARTFORD

189.9

CONN.

J. J. McKINNEY & SON, INC., National Representatives

MAY 10, 1958

New York

Spokane, Wash.....

Hartford, Conn....

.

Syracuse

Detroit

Chicago

San Francisco

Connecticut's Leading High-Spot* Market

Metropolitan Middletown's Sales Up 11%

\$7,069 INCOME PER FAMILY

(\$1,146 Above U.S. Average)

Metropolitan Middletown families have much more buying power than the average U.S. family—and they're buying more—\$886 more!

Family food sales top the national family average by \$170! Automotive sales by \$330! (Miles ahead of all other Connecticut areas). Drug sales by \$47!

It's truer today than ever before—You always get more in Middletown. But make sure you're really in the Middletown market. The Press alone can give you that assurance. It reaches better than 7 out of 10 homes in Metropolitan Middletown—coverage that no combination of outside newspapers will equal.

\$4,861 SALES PER FAMILY

(\$886 Above U.S. Average)

You ALWAYS Get MORE IN MIDDLETOWN

Population	79,000
Families	22,300
Income	\$157,653,000
Retail Sales	108,400,000
Food	25,043,000
Eating, Drinking	6,743,000
General Midse.	10,090,000
Apparel	5,885,000
FurnAppliance	5,415,000
Automotive	24,492,000
Gasolino	7,796,000
Lumber-Hardware	8,745,000
Drug	3,850,000

*Month after month Connecticut's No. High-Spot City and a leader in the nation.

THE MIDDLETOWN PRESS

Represented by The Julius Mathews Special Agency, Inc.

CONN		0	M E	OPULAT STIMAT	ION ES, 1/1/	/58	EF BU	FECTIVI	E NCOME	_ (M ES	TIMAT	ES, 1	957	The	"SM" estima	symb ites by	ols mar	k orig	inai, e AGEM	kclu- ENT.
CONN.	Me- tro- poli-			House- sumer Urban Income							Inc	ome B	roakdov	vn of H	louseho	lda					
(continued)	tan Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Heid.	Per C. S. U.	\$0-2 % Hslds.	%	\$2,500- % Halds.	%	\$4,000 % Haids.	%	\$7,000 % Hslds.	96	S10,000 % Hslds	%
Middlesex	239	79.0	.0460	22.3	25.2	39.3	157,635	.0529	1,995	7,089	6,242	10.0	2.2	12.7	6.2	50.0	29.7	18.3	21.9	9.0	30.0
△Middletown		34.2	.0199	8.7	10.7	-	66,776	.0224	1,953	7,675	6,218	9.6	2.1	11.2	8.3	49.6	38.2	20.0	23.3	9.6	31.1
Now Haven	97	624.2	.3629	183.9	214.5	550.4	1,386,013	.4847	2,220	7,537	6,461	9.6	2.1	11.1	5.2	49.1	37.2	20.1	23.1	10.1	32.4
▲New Haven		165.9	.0964	48.8	63.4		380,073	.1274	2,291	7,788	5,988	10.0	2.2	11.0	5.2	50.2	38.9	19.2	22.5	9.6	31.2
▲Waterbury Meriden-		112.7	.0656	33.0	37.8		248, 177	.0832	2,202	7,521	6,564	9.3	2.0	11.2	5.2	48.9	37.0	20.5	23.5	10.1	32.3
Walling/ord		84.0	.0875	90.0			149,057	.0500	8,807	7,453											
Meriden		51.0	.0296	15.8	17.1		113,027	.0379	2,216	7,154	6,581	9.7	2.1	11.5	5.5	49.4	38.2	20.0	23.4	9.4	30.8
West Haven		36.9	.0214	10.1			86,554	.0291	2,346	8,570											
Ansonia		19.1	.0111	5.6	6.5		39,906	.0134	2,089	7.198	6,128	9.1	2.1	12.2	6.0	51.3	41.6	19.5	23.9	7.9	28.4

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.

Largest pro-rata circulation of any U.S. daily

Only newspaper providing adequate coverage of a major Connecticut market

The Evening Sentinel

Ansonia Derby Shelton

represented by The Katz Agency



Represented by Gilman, Nicoll & Ruthman

MARKET IN NEW ENGLAND

The Waterbury-New Haven Metropolitan County Area, with a population of 611,900 is the 3rd market in New England with

\$7537 Effective Buying Income per Family

Ash	MARKET IN NEW ENGLAND	
4th	In Retail Sales	.\$835,890,000
	In Food Sales	
	In Gasoline & Oil Sales	

EIL	M	ARKET	IN	NEW	ENGLAND	
3 ^{till}	In	Autom	otive	Sales.	ENGLAND	\$149,363,000
						. 28,207,000

No advertising schedule is complete without New England's 3rd largest market . . . You can't cover this Metropolitan Area without the

WATERBURY REPUBLICAN-AMERICAN

MORNING

SUNDAY

EVENING

		0	M P	OPULAT BTIMAT	ION ES, 1/1/	58	EF	FECTIVI	E NCOME	_ 0	M ES	STIMATES, 1967 The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.								kclu- ENT.	
CONN. M				House-	Con-	Urban	H				Income			Inc	eme B	reakdev	m of H	louseho	lds		
CITIES	tan Area	Total (thou- sands)	% of U.S.A.	(thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Gapita	Per Hsld.	Per C. S. U.	\$0-2 % Helds.	,499 % inc.	\$2,500- % Halds.	3,999 % Inc.	\$4,000 % Halds.	-8,990 % inc.	\$7,000 % Halds	-9,999 % Inc.	\$10,000 % Halds	% Inc.
Wallingford		13.6	.0079	4.2	5.0		30,030		2,649			7.5	1.4	9.1	3.8		31.2		25.6		00.0
Naugatuck		19.2	.0112	5.9	6.4		47,182		2,457			8.0	1.6	10.2	4.3	1	31.9	34.3		12.0	
Derby		10.7	.0062	3.0	8.1		20,793	.0070	1,943	6,931	6,535	35 10.0 2.2 12.7 6.1 49.6 38.8 18.6 22.1 9.2					30.8				

© SM, 1958.

Before using these figures read foreword, page 13

ONLY THE ... RECORD & JOURNAL COVET MERIDEN-WALLINGFORD CONNECTION

ONNE

11's a \$90½-million market

97% blanketed by THE RECORD &

JOURNAL hardly touched by Hartford and New Haven ABC daily news.

papers.

Highlight your Connecticut sales in this area of nearly 100,000 ABLE-TO.

BUY customers now.

SALES and INCOME AVERAGES

(Source: SM '58 Survey)

le.		Per Capita Connecticut	Per Capita Meriden- Wallingford	% Lead Meriden- Wallingford
	Effective Buying Income	\$2,338	\$2,907	+24%
	Furn., HH., Appliances	84	97	+15%
	Gas Stations	91	104	+14%
	Automotive	261	291	+11%
	Gen. Mdse.	144	154	+7%
	Apparel	98	102	+4%
	Eat & Drink	98	101	+3%
				+3%

The Meriden RECORD & JOURNAL

MERIDEN, CONNECTICUT

National Representatives: GILMAN, NICOLL & RUTHMAN

THIS Is Eastern Connecticut The Norwich Bulletin Market

\$336,194,000 Buying Power

Big—isolated—Eastern Connecticut can't be sold through outside newspapers that leave you stranded on the rim of this big-size, big-income, big-sales area.

The Norwich Bulletin alone puts you inside the market . . . gives your advertising a broad solid impact on the area's buying decisions—enables you to bring your sales in line with the market's bulging potential . . . 49,200 families averaging \$6,833 in income (\$910 above average) and \$4,140 in retail sales (\$165 above).

Population157,100
Families
Income\$336,194,000
Inc. Per. Family6,833
Retail Sales202,920,000
Sales Per Family4,140
Food58,981,000
Eating and Drinking 16,100,000
General Mdse20,403,000
Apparel
Furniture-Appl11,275,000
Automotive36,702,000
Gasoline
Lumber-Hdwre 13,402,000
Drug6,925,000
-

NORWICH BULLETIN

Bulletin 24,965 Daily

and Norwich Bulletin-Record (Sundays) NORWICH, CONN.
Represented by The Julius Mathews Special Agency, Inc.

Sunday Record 21,017

		5	SM		PULAT	ION ES, 1/1,	/58		BUY	ING IN	COME	- 0	CM?	ESTIM	ATES,	1957	The	"SM" estima	symb tes by	SALES	rk origi MANA	nal, e	elu-
CONN.	Me- tro- poli-				Hauss-	Con-	Urban						Incom			In	come Br	eakdow	n of F	louseho	lds		
(continued)	tan Area	Tota		of I	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dolla (000	rs	of U.S.A.	Per Capita	Per Hald.	Per C. S. I	9	0-2,499 5 % lds. Inc	1 %	0-3,999 % i. Inc.	\$4,000- % Helde.	9%	\$7,006 % Halds.	96	\$10,000 % Halds.	96
New Lenden △New London △Norwich		3	1.0 .	0988 0180 0233	49.7 9.0 12.6	00.3 12.5 13.1			332 065	.1145 .0226 .0255	2,010 2,172 1,902	7,481	5,80 5,80	1 10	.0 2.	3 12.6	6.8 6.4 8.4	52.1	44.5 43.2 44.6	17.1 17.6 15.5	21.9 22.1 20.9	7.7	24.4 26.0 23.9
Tolland		7	8.9 . 0.1 . 5.1 .	0341 0052 0408 0087 0051	15.6 2.9 21.1 4.7 2.6	22.8 3.2 23.5 5.4 3.0	34.3	22, 134, 33,	217	.0112	2,496 1,921 2,216	7,661	5,63 6,94 5,70 6,15 5,31	11 9 16 10 17 10	.5 1. 8 2. .0 2.	9 10.9 8 15.1 3 11.7	4.8 4.9 8.1 5.7 8.8	47.7 51.7 50.2	38.0 34.7 45.0 40.3 50.4	20.5 15.8 19.8 14.9	23.2 22.5 20.7 24.0 20.8	11.4 6.6 8.3	31.8 36.0 23.6 27.7 17.4
Total Above Cities.		1,50	9.6	8777	441.8	484.7		3,581,	976	1.2010	2,373	8,108	7,39	0 9	.0 1.	8 10.9	4.9	47.8	34.8	20.8	22.9	11.5	35.6
State Total		2,38	0.9 1.	3727	690.2	806.7	1,835.4	5,519	300	1.8506	2,338	7,997	6,84	2 8	.3 1.	9 11.3	5.0	48.0	34.2	20.1	21.7	11.3	37.2
	6	M)	STIMA	TES,	1/1/50	1	SM	E. B. I.	ATES.	1957					SH	POPULA ESTIMA	TION TES, 1/	1/58	1	SH	E. B. I	ATES	1957
METRO. AREAS	Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Sper ing Unit (thou	er Ur nd- P ts oar	tian op. iou- ids)	Net Dollars (\$000)	% of U.S.A.	Per Cap- ita	Per H'se- hold		METRO AREAS		Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urbai Pop. (thou sands		Net Dellars (\$000)	% of U.S.A	Por Cap- ita	Pur H'so
Bridgeport- Stamford- Nerwalk Hartford- New Britain	603.5	.3500	176.8				,619,725			9,161	Wa	Haven- terbury w Londo rwich		624.2 169.9		183.9		1		,388,013 341,566		2,220	1
△Middletown	79.0	.0460	22.3			39.3	157,635				Total	Above	Areas 2	,118.2	1.2317	810.2	723.8	1,732	.4 8	,024,50	1.884	2,377	8,11

A 4-Way Index to Survey Contents is provided for your convenience on pages 3, 4, 5, 7, 9.



2nd HIGHEST INDEPENDENT IN THE NATION

in less than two months!

In the ARB survey of November, 1957, when WTIC-TV had been telecasting less than two months, this station had already achieved the second highest share of audience in the nation for an independent TV station operating in a market where all major networks are represented.

WTIC-TV

HARTFORD, CONNECTICUT



Represented nationally by Harrington, Righter & Parsons, Inc. New York, Chicago, Boston, Atlanta, San Francisco

Selling Is BIG BUSINESS in Connecticut's Richest Large Market

STAMFORD

Retail Sales	58%	Above	Average
Food Sales	61%	"	"
Genl. Mdse. Sales	74%	//	"
Apparel Sales	153%	"	"
Furn-Appliance Sales	66%	"	"
Automotive Sales	36%	"	"
Lumb-Hdwre Sales	78%	"	"
Drug Sales	43%	"	"

\$9,021 FAMILY INCOME

(Highest of Conn. cities of 50M Population or More)

\$221,918,000 Income \$158,772,000 Sales

Keep in Step with Stamford's Booming Sales with the Advocate's Unmatched 97% Coverage of Stamford Homes

Represented by The Julius Mathews Special Agency, Inc.

Stamford, Conn. ADVOCATE

CONN.	Nie-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s	mbols ma by SALES	rk original, MANAGE	exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Food (8000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (8000)
Fairfield	19	924,558 256,591	.4618	5,229	.4802	137 126	132 131	245,408 64,670	61,606 18,549	85,222 41,915	65,456 23,106	56,522 20,734	169,690 31,026	53,713 11,980	70,590 14,920	29,97
▲Stamford		158,772	.0793		.0710	141	158	38,719	8,743	22,202	15,527	8,868	26,395	7,628	12,283	4,5

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

For the biggest audience* in the richest market in the U.S.**-

WICC

Bridgeport Connecticut

The Bridgeport Broadcasting Company Box 9140, Bridgeport, Conn.

- * See Pulse.
- ** See this section: The Bridgeport-Stamford-Norwalk Metro County Area ranks first in income per household.

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

Sales Management's

1958 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows

at a glance

comparative

Retail Sales Strength

of every county

... 27" x 41"

... in 6 colors

1. All Metropolitan County Areas clearly defined.

2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.

Differences in retail sales volume indicated by County shadings...

Red-for counties with \$100 million or more.

Green-for counties with \$50 million to \$100 million.

Yellow-for counties with \$25 million to \$50 million.

Blue-for counties with \$10 million to \$25 million.

4. 1750 cities with retail sales of \$20 million or more.

5. City populations indicated—(as of January 1, 1958).

Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.

7. Special markings indicate counties whose family sales exceed U. S. family average.

PRICE: \$3.50 a single copy; \$3.00 each for two or more copies

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

CONN.	Me-			RE	TAIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" sy estimates	mbols ma	rk original, MANAGE	exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Flotali Sales (\$000)	% of U.S.A.	Per Held, Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg. Hidwre. (\$000)	Drugs (\$000)
▲Norwalk		111,357	.0556		.0514	142	184	33,767	6,509	6,186	6,795	9,278	22,764	5,949	7,011	2,41
Danbury		67,916	.0339		.0214	155	246	17,905	3,382	6,233	5,113	4,774	13,856	3,799	5,612	1,76
Stratford		61,226	.0306		.0300	120	122	16,772	5,185	657	350	1,091	18,317	4,364	7,192	3,13
Greenwich		52,315	.0261		.0424	146	90	14,248	3,685	1,043	2,721	2,290	9,837	5,878	4,655	1,50
Shelton		13,309	.0066		.0092	99	71	3,736	1,163	348	547	275	2,516	1,236	2,160	39

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

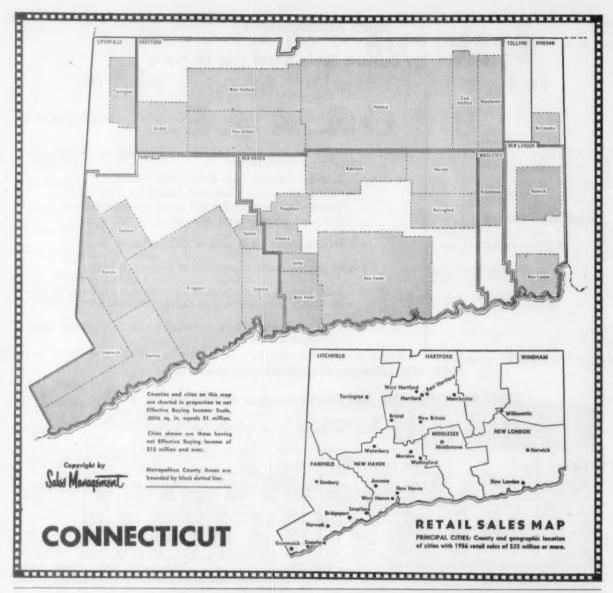
MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK!

WOR radio

The Station With The Largest Audience In America

*National spot and local

Source: Broadcast Advertisers Report



CONN.	Me-			RET	TAIL 8	ALES-	SH E	STIMA	TES, 1	957	rin.	The			rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Heid, Retail Sales	Buying Power Index	Quality Index	Index et Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (8000)	Furn Heuse- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg, Hdwre. (\$000)	Drugs (\$000)
Hartford A Hartford New Britais West Hartford	83	854,127 877,586 107,418 64,219	.4767 .1886 .0537 .0321	8,116	.4724 .1559 .0598 .0485	127 148 119 149	128 172 108 99	216,166 63,892 27,279 20,557	70,837 26,666 6,642 3,109	130,558 90,738 8,201 1,477	61,438 32,393 12,215 4,402	56,963 23,829 10,895 4,492	176,867 57,973 18,492 15,318		47,837 13,096 3,637 3,884	35,758 15,210 3,398 3,320

SM Standard (A) and Potential (Δ) Metropolitan County Areas.

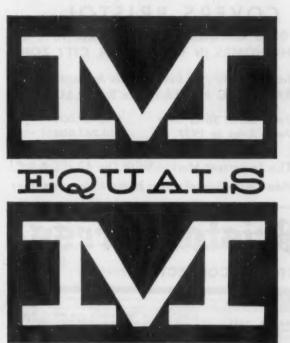
© SM, 1958.

Before using these figures read foreword, page 13.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals"... which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.

MARKETS MAKE MEDIA! MEDIA MAKE MARKETS!



A radio station located in Hartford, Connecticut, naturally has a built-in advantage. Ever since Sales Management Magazine started publishing its Survey of Buying Power in 1928, Hartford has been on top or very near the top of the list in Effective Buying Income and all the other measurements that make a market attractive to advertisers.

These measurements, however, only state the potential size of the market. Its actual size is definitely related to the coverage given your advertising message, and that's where the media make the market.

Your advertising reaches your customers when you're on WDRC. Year after year, WDRC is first in Hartford on the Pulse report. And the WDRC Market is not just Hartford County but an area practically twice the size in population and income (see figures below).

In Connecticut, advertise to the WDRC Market. It's delivered at a price you're happy to pay for Hartford alone.



Aim Your Advertising at **WDRC's Primary Area**

Population 1,300,500 378,500 Households

Effective Buying

\$2,886,183,000 Income \$7,625 Per Household

Total Retail Sales \$1,793,252,000

\$415,486,000 Food Sales

General Merchandise \$228,924,000

Furniture, Household,

Appliances \$105,167,000

Automotive \$328,234,000

Drugs \$63,785,000

Figures from Sales Management, based on May 10, 1958 Survey of Buying Power

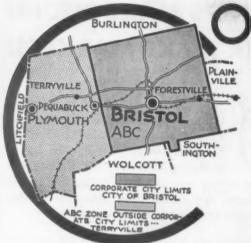
NOW ON THE AIR 24 HOURS A DAY

Ask William Malo, Vice-President in Charge of Sales, for details and prices on WDRC's new 'round-the-clock schedule.

Represented by Raymer

HARTFORD 12, CONNECTICUT

BASIC CBS . 5000 WATTS



ONCENTRATION!

In Central Connecticut . . .

Only The Bristol Press

COVERS BRISTOL

THE PRESS REACHES BETTER THAN 96% OF ALL THE HOMES IN THE BRISTOL CITY ZONE

Diversified Industry . . . Better Than Average Income EXTRA BUYING POWER in the Bristol Market!

Total Retail Sales Over\$46,789,000 Food Sales in 1957 \$13,365,000

Sales Management Survey

Reach This Important Market With Our 13,286 A.B.C. Circulation—with Bristol's own Home-town newspaper

Gallagher-De Lisser, Inc.
National Representative

The Bristol Press

BRISTOL - CONNECTICUT

CONN.	Me-			RET	AIL S	ALES-	CM E	STIMA	TES, 1	957		The	"SM" s	ymbels ma by SALES	rk original, MANAGE	exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Flotail Sales (\$000)	% of U.S.A.	Per Held, Retail Sales	Buying Power Index	Quality	index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Bristol		46,789	.0234		.0288	113	91	13,365	3,724	2,580	3,074	3,702	9,857	2,898	2,133	1,510
East Hartford		67,327	.0336		.0285	127	150	9,257	7,500	470	1,916	1,048	28,504	8,573	3,717	3,238
Manchester		84,094	.0270		.0272	116	115	15,279	4,521	5,060	1,389	2,428	9,061	5,588	3,777	1,696
Litchfield		138,956	.0694	4,081	.0728	110	105	38,396	7,191	7,747	8,160	5,480	30,132	8,844	13,213	4,092
Torrington		46,300	.0231		.0204	117	132	12,734	2,005	4,246	4,692	2,324	9,564	2,386	3,130	1,118
Winsted		15,772	.0079		.0070	119	134	4,721	684	1,222	705	678	4,898	678	604	522
Middlesex	239	108,400	.0542	4,861	.0619	113	118	25,043	6,743	10,090	5,885	5,415	24,492	7,796	8,745	3,850
△Middletown		\$3,254	.0266		.0232	117	184	9,871	2,963	7,224	5,079	2,817	12,945	3,029	4,175	1,599
Now Haven	97	835,890	.4178	4,545	.4302	119	115	210,413	65,188	79,489	74,085	55,110	149,383	51,938	45,009	28,207
▲New Haven		294,727	.1472		.1271	132	153	60,805	22,381	34,933	38,477	21,791	49,205	14,502	14,486	9,734
▲ Waterbury		154,649	.0773		.0779	119	118	40,709	10,467	18,557	18,094	13,613	24,291	6,088	8,098	4,612
Wallingford	-	90,594	.0458		.0461	183	1111	22,269	6,493	9,958	6,601	6,273	18,908	6,785	4,147	8,418
Meriden		63,091	.0315	1	.0343	116	106	15,578	8,144	5,356	5,344	5,148	10,934	5,657	3,032	1,842

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

NORWICH

ON THE CONNECTICUT TURNPIKE

NEW LONDON

ON U.S. ROUTE #1

TUCK BOTH THESE BUSY AREAS UNDER ONE BLANKET WITH

WICH

ON TOP IN THE AREA 6 A.M.-12 MID.
PULSE · NOVEMBER 1957

EVERETT-McKINNEY, 40 East 49, New York. PL 3-9332 FOSTER & CREED, Statler Off. Bidg., Boston. HU 2-4845

TORRINGTON

Sales Capital of Northwest Connecticut

Northwestern Connecticut families shop close to home—in Torrington. This city accounts for 55% of the general merchandise sales (department store goods) . . . 58% of the apparel . . . 42% of the furniture-appliance sales of Litchfield County. A clear indication that Torrington is the open door to the area's bulging pocketbooks—\$6,742 per family!

The Register alone sells Torrington . . . and routes your advertising into the homes along the area's main shopping roads.

TORRINGTON'S SAI	LES	32%	ABOVE	AVERAG	E VOLUME	
		Litchfi	ed Count	y	Torrington	
Population			113,80	0	30,200	
Households			34,30	0	9,000	
Income		\$23	1,236,00	0 \$	59,707,000	
Income Per Hshid			6,74	2	6,634	
Retail Sales		13	8,956,000	0	46,300,000	
Food		3	8,396,00	0	12,734,000	
Eating, Drinking		1	7,191,000	0	2,005,000	
Genl. Mdse.			7,747,00	0	4,246,000	
Apparel		-	8,160,000	0	4,692,000	
Furniture-Appliance			5,480,000	0	2,324,000	
Automotive		3	0,132,000	0	9,564,000	
Gasoline			8,844,00	0	2,386,000	
Lumber-Hardware		13	3,213,000	0	3,139,000	
Drug			4,692,000	0	1,118,000	

TORRINGTON REGISTER

TORRINGTON, CONN.

Represented by The Julius Mathews Special Agency, Inc.

CONN.	Me-			RET	TAIL 8	ALES-	SH E	STIMA	TES, 1	957		The			rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Pewer Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdss. (\$000)	Apparel (\$000)	Furn House- Appl. (1000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
West Haven		48,000	.0240		.0260	121	113	16,349	5,712	3,615	1,784	1,064	5,952	5,125	2,510	3,003
Ansonia		24,297	.0121		.0126	114	109	0,807	1,161	1,660	2,326	1,962	5,124	928	1,206	608
Wallingford		27,503	.0137		.0117	148	173	6,696	1,349	4,602	1,257	1,125	7,984	1,068	1,115	570
Naugatuck		23,377	.0117		.0137	122	104	6,478	1,920	1,341	1,180	1,170	5,630	1,574	1,194	767
Derby		25,813	.0129		.0086	139	208	3,917	1,430	2,749	1,527	1,747	6,517	1,591	1,660	539
New London	245	222,075	.1109	4,460	.1103	112	112	54,347	13,755	19,520	11,613	11,795	38,845	16,640	13,798	5,804
△New London		72,366	.0382		.0258	143	201	15,922	4,602	7,619	5,643	5,430	17,588	3,021	4,249	1,908
△Norwich	-	59,906	.0299		.0264	113	128	13,885	2,463	9,511	3,966	3,560	8,808	4,233	4,725	1,668

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

NEW LONDON scores again

as Connecticut's BIG-BUYING FAMILY MARKET

Again in 1958 . . . SM average family buying data establishes New London as a foremost Connecticut market . . . for most anything you want to sell.

Per-Household Sales Averages

	Conn.	London	Leud
Total Retail	\$4,796	\$8,041	68%
Food	1,336	1,777	33%
Eat & Drink	336	511	52%
Gen. Mdse.	494	847	71%
Apparel	335	627	87%
Furn H.H Appl	. 286	603	111%
Automotive	894	1,954	119%
Gas Stations	310	336	8%
Lum Bldg Hdw	re. 299	472	58%
Drugs	161	212	32%

This rich, isolated 66,547 ABC City Zone is covered only by THE DAY, New London's one-andonly local daily. Get your share, easily and at low cost, now!

THE HAY

NEW LONDON, CONNECTICUT

National Representatives:

GILMAN, NICOLL & RUTHMAN

The Courant's Growth Now Gives You Both



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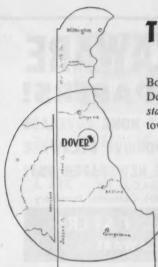
The Hartford Courant

Represented Nationally by Gilman, Nicoll and Ruthman

CONN.	Mo-			RET	TAIL S	ALES-	SM E	STIMA	TES, 1	957		The			rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (8000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg. Hdwre. (8000)	Drugs (\$000)
Telland		40,420 17,396	.0202	2,591	.0345	101 142	50 107	10,404	2,868 787	2,035	1,089 778	1,508 851	8,377 4,209	4,648 943	3,023 839	1,108
Windham		85,716	.0429	4.062	.0074	107	107	4,976	0.00				19,429	5,663	227	
Willimantie		36,700	.0183	4,002	.0128	147	210	21,963 8,936	1,878	6,521 2,746	3,318	4,788	9,048		4,168	703
Putnam City		15,526	.0078		.0061	120	153	4,577	472	1,702	1,799 573	2,378 738	3,477	1,927 791	1,723 711	698
Total Above Cities		3,417,578	1.2076		1.1383	130	138	872,402	163,796	291,964	202,771	160,100	448,080	134,840	137,541	92,960
State Total		3,310,142	1.8537	4,798	1.6960	124	120	822,140	232,210	341,182	231,010	197,561	616,995	214,056	206,443	111,307
METRO. AREAS				RE	TAIL S	ALES-	SH)	STIMA	TES, 1	957						
Bridgeport- Stamford-																
Norwalk	19	924,558	.4618	5,229	.4802	137	132	245,408	61,606	88,222	65,436	86,522	169,600	53,713	70,500	29,072
New Britain	83	954,127	.4757	5,118	.4724	127	128	216,106	70.837	130,558	61,436	56,963	176.667	64,814	47.837	35.758
△Middlatawn	238	108,400	.0542		.0619	113	118	25,043			5,885	5,415	24,492	7,796	8,745	3,850
New Haven-	-				-							*****		1.00		-,
Waterbury	97	835,890	.4176	4,545	.4302	119	115	210,413	85,188	79,489	74,055	55,110	149,363	51,938	45,089	28,207
△New Lenden-					-							-				
Nerwich	245	222,078	.1109	4,468	.1103	112	112	54,347	13,755	19,520	11,613	11,795	38,845	16,640	13,798	5,804
Tatal Above Areas		3.045.050	1.5212	4 919	1.5450	125	124	751.377	218,129	324,879	218,445	185,806	569.057	194,901	186,039	103.591

MONTHLY HIGH-SPOT CITIES SALES FORECAST

of next month's retail sales volume in more than 200 U. S. and Canadian cities. In every first issue of the month SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between the current Survey and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.



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DELAW	AH	1	T		und, N	orth Ca	aroli		uth Car		Columbia, Virgin					_	1				e estima	tes by	SAL	ES MA	NAGE	
City Co	ounty	Pop. (thous.)	Total	Food		Mdse.	T	F-H-A Auto.	1 1	L-8-H	Drugs		City		Cou	inty		Pop. (thous.)	Total Outlets	Food	Eat. & Drink. Gen'l.	1=	1	1,1	Sta.	
DoverKent. MilferdSusse		7.		14 2			17		19 21	11 6	5 5		wark.		lew C			9.1	110			4 12 19	4 7	4 54	18 114	4 2
	1	1	1		DPULA STIMA	TION TES, 1	/1/8	18			FECTIVITYING I		_ (SM)	EST	IMA	TES,	1957								
COUNTIES	tro- poli				House		18	Urban						Incor					Ince	me Br	eakdown	of Hi	susehe	Ada		
CITIES	Are	n (th		of U.S.A.	(thou sands	- ing	ls I	Pop. (thou- sands)	Dolla (000	ers	of U.S.A.	Per Capita	Per Hald.	C. S.	U.	%	2,499 % . Inc	1	,500- % sids.	%	\$4,000-6 % Halds, I	%	\$7,000 % Halda.	%	%	% Jnc.
Kent			57.3 7.5	.0333	16.		1.6	10.3		.331 ,314	.0328		-	-		20.7	5.			13.0	43.4 4 41.4 8	4.1	10.7 11.6	18.4	6.6	20.6
New Castle		1	77.1 13.1 9.1 77.3 6.0	.1611 .0657 .0053 .0450 .0035	78. 33. 2. 23.	0 40 5 4 7 24	1.1	14.2	272 23 118	,133 ,105 ,386 ,413 ,784	.0913	2,570 1,532		6,7 5,6 4,9	43 1 50 1 15 2	10.0 10.0 10.0 24.5	2.1 2. 2. 7.1 4.1	1 13	_	5.2 5.5 4.8 15.7 11.3	48.5 3 47.7 3 40.3 4	3.4 5.4 4.9 4.8 5.8	18.8 21.1 8.4	20.3 20.8 23.4 14.2 17.3	11.4 10.4 10.4 3.6 4.8	36.2 34.8 17.6
Total Above Cities.		1	35.7	.0789	39.	7 49	1.1		321	,589	.1078	2,370	8, 100	6,5	50	11.0	2.	3 1	2.9	6.0	48.0 3	15.9	18.2	20.6	9.9	35.2
State Total	.1	4	11.7	.2394	119.	6 134	1.2	251.2	869	,877	.2918	2,113	7,273	6,4	82	14.4	3.:	2 1	5.5	7.6	45.4 8	6.2	15.8	19.0	8.9	34.0
		SH		MATES		58		SH	E. B. I ESTIM	ATE	S, 1957					SI		POPL	MATI	ES, 1/	1/88		SM)	E. B. ESTIN	AATES	, 1957
	Total (thou- cands)	% of U.S.A	Hou hel (the sand	d Spe u- it is) Ut	end-	Irban Pop. thou- ands)	D	Net oliars \$000)	of U.S.A.	Pe Gar its	- H'se-		AREA		Tota (thou sand:		S.A.	Hou hole (the sand	10- a d 5 u-	Con- umer spend- ing Units thous.)	Urban Pop. (thou- sands)	Di	Net ollars (000)	% U.S.J	Per Gap ita	· H'se
Wilmington	334.1	.1942	9		10.0	252.1	-	757,101	.2839	2,2	96 7,878	Total	Above	Area.	334	.1	1942	91		110.0	262.	1 7	57.10	.251	9 2,20	6 7,87
	Me-	I			-	RETA	IL	SAL	ES-	U	M E	STIM	ATE	8, 11	157											
COUNTIES	tro- poli- tan Area	R	etail etail aies 000)	% of U.S.A	He Ret Sai	id. B	eryin owe nder	r Q	uality	nf :	dex Sales uction	Food (\$000)	Eatin Drie Plas (\$0)	nk. ces	Gener Mds (\$000	0.	Appi (\$00		Fur Hou Ap (80	pl.	Auto- metive (\$000)	Sta	ias tions 000)	Lumb Bldg Hdwr (\$00)	0.	Drugs (\$000)
Dover 1Milford			7 4,34 31,43				034	-	102 184		111 357	11,33	-	,237 ,245		787 263	_	,298 ,490		3, 591	18,05 8,41	-1	4,229 1,357		021 661	1,67
1 Milford is in I	oth K	ent ar	d Su	ssex co	unties.						© SN	1, 1958					1	-	Before	e usin	g these	figure	s read	forew	ord, p	age 13

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

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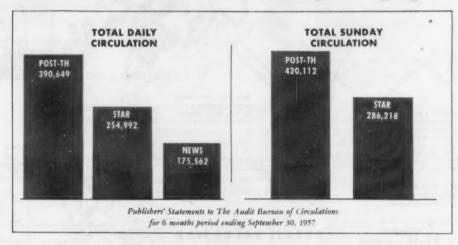
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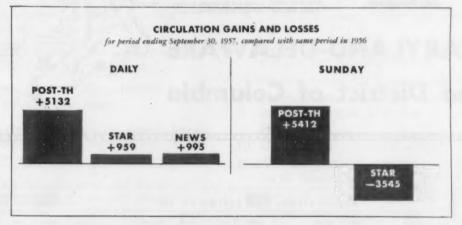
DELAWARE	Me-				RE	TAIL	SA	LE	S-	SI	ZD ES	TIMA	TES,	19	57			The	"SM" s	ymbols by SAL	mark ES I	origin VIANAG	ai, exci	III-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)		% of I.S.A.	Per Hald. Retail Sales	Buyir Powe Inde	NF	Qua		of S	lex ales action	Food (\$000)	Eating Drink Place (\$000	8	General Mdse. (\$000)	Appare (\$000)	i Ho	rn,- use- ipl, i00)	Auto- motive (\$000)	Gas Station (\$000)	18	umber- Bidg. Hdwre. (\$000)	Dr. (80	ugs (00)
New Castle	164	378,0		.1889	4,788		-	12			17	84,098	24,6		52,703	1	-	3,284	55,929	26,7	108	19,52		2,593
▲Wilmington		258,		.1291		.097	-	14	-		96	48,426			39,625		-	0,817	42,332	11,4		8,46		8,59
Newark		19,		.0099	3,992	.007	-	14	6		87 05	4,843	1,3		918	1	90	862 4,226	5,076 18,165	1,4 6,3		1,36		799
1Milford		17,		.0088	0,000	.005		14	-		51	3,208		394	1,497			1,416	6,799		82	94		650
Total Above Cities		327,	252	.1635		.118	6	15	0	2	07	61,309	17,3	383	47,303	27,6	80 2	4,535	62,673	14,9	26	12,43	8 10	0,65
S tate Total		547,	003	.2732	4,574	.275	6	11	5	1	14	111,960	31,9	967	64,146	33,0	56 3	1,101	92,152	37,2	90	30,93	15 1	6,48
METRO, AREA					RE	TAIL	SI	LE	s-	S	7 E	STIM	ATES.	. 19	57									
Wilmington	164	434,	826	.2172				-	19	-	112	97,86		-	55,36	29,5	88 2	7,353	67,396	30,8	895	23,56	07 1	3,84
Total Above Area		434,	828	.2172	4,52	. 236	9	1	19	1	112	97,863	28,	227	55,36	8 29.5	88 2	7,353	67,396	30,1	895	23,50	07 1	3,84
City Cou Washington, D. C District Cultu	t of		773	1,484 POPU	1357 5 LATION	10 663		Yerbo.	Gas Str.	171		E NCOME-	_ 07	W)	ESTIM/	NTES, 19	67							
COUNTIES	Mo- tro- poli-				leuse-	Con-	Urb	an						Incor	110		Inc	ome B	ireakdowr	of Hou	seho	lds		
CITIES	tan Area	Total (thou- sands)		16	holds (thou- sands)	Spend- ing Units (thous.)	Pe (the	p. HI-		et lars 00)	95 of U.S.A.	Per Capita	Per	Per C. S.	U. \$	0-2,499 % ds. Inc.	\$2,500 % Halda	3,999 % . Inc.	\$4,000-6 % Halda.	%	%	96	\$10,000 % Halda.	%
District of Columbia. • Washington	157	838. 838.	-	4877 4877	246.1 246.1	359.5 359.5	1	8.8		6,936				5,3 5,3			18.7 18.7	9.3				23.8 23.8	12.2	30.8
Total Above City		838.	8 .	4877	246.1	359.5			1,90	06,936	.639	4 2,273	7,749	5,3	304 7	.1 1.6	18.7	9.3	42.6	34.5 1	9.4	23.8	12.2	30.8
State Total		838.	8 .	4877	246.1	359.5	83	8.8	1,90	06,936	.639	4 2,273	7.749	5,3	304 7	.1 1.6	18.7	9.3	42.6	34.5 1	9.4	23.8	12.2	30.1
	J	M PO	PUL/	ATION ATES,	1/1/58	1	SH	0	E. B.	I. MATE	S, 1957			1	(SM) P	OPULA STIMA	TION TES, 1	/1/58	l O		E. B.	I. NATES,	195
(0	Total thou- ands)	% of (iouse- hold thou- ands)	Spe	er Ur nd- Po g (th	han op. ou- ida)	Nel Dolla (\$000	irs.	% of U.S.	Pe Ca	p- H'se		METRO. AREA		Total (thou- sands)	% of	House- hold (thou- sands)	Con- sume Spend ing Units	r Urban f- Pop. (thou-	Dol	et lars	% of U.S.A	Per Cap-	Per

1,914.6 1.1132 540.2 705.1 1.568.1 4,411,848 1.4793 2,304 8,167 Total Above Area 1,914.6 1.1132 540.2 705.1 1,568.1 4,411,848 1.4793 2,304 8,167

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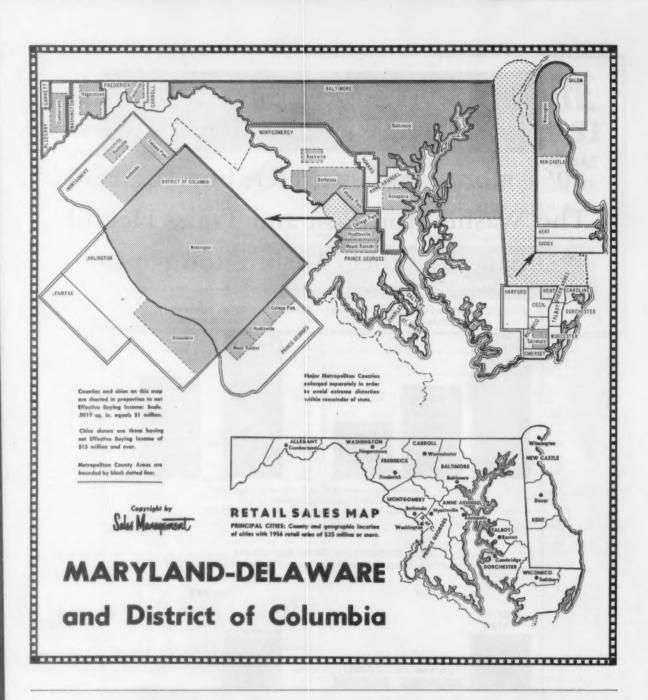




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Source for Net Buying Income: Sales Management, May, 1958



D. OF C.	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" s	ymbols ma by SALES	rk original, MANAGE	exclu-
COUNTIES CITIES (centinued)	tro- pell- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink, Places (\$000)	General Mdss. (\$000)	Apparel (8000)	Furn House- Appl. (\$000)	Aute- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (8000)	Drugs (8000)
District of Columbia. • Washington	157	1,353,802 1,353,802	.6763 .6763	5,501	. 6201 .6201	127 127	139 139	259,356 259,356	118,884 118,884	222,439 222,439	108,134 108,134	76,165 76,165	238,245 238,245		31,873 31,873	63,578 63,578
Total Above City		1,353,802	.6763		.6201	127	139	259,356	118,884	222,439	108,134	76,165	238,245	73,789	31,873	63,578
State Total		1,353,802	.6763	5,501	.6201	127	139	259,356	118,884	222,439	108,134	76,185	238,245	73,789	31,873	63,575
METRO, AREA				RET	TAIL 8	ALES-	SM	ESTIMA	TES, 1	957						
Washington	157	2,503,361	1.2506	4,634	1.3374	120	112	007,880	188,180	380,895	155,452	108,303	470,325	175,386	107,955	116,101
Total Above Area		2,503,361	1.2506	4,634	1.3374	120	112	007,880	188,150	350,895	155,452	108,303	470,325	175,386	107,958	116,101

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MIAMI, FLORIDA

187 188 310 143

15

37

63 15 14 65 26 14 73 32 17 19 3

26 44 123

22

164 89 32

21

92 29 49

12 11

44	3	19		NUI	MBEF	OF	TUO	LET	3				3			NUI
Map, page 300 City County	Pep. (theus.)	Total Outlets	Food	Eat. & Orink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Sta.	L-8-H	Drugs	City County	Pop. (theus.)	Total Outlets	Food	Est. & Drink
BartowPolk	13.2	141	28	23		10	7	16	13	10	4	Miami Shores.Dade	8.9	43	3	3
BradentonManatee	20.1	324	52	46	33	32	28	27	37	17	14	North Miaml. Dade	27.8	204	15	38
ClearwaterPinelias	37.9	495	78	78	40	49	45	28	- 61	27	18	OcalaMarien	16.0	276	51	35
Ceral Gables Dade	32.9	408	34	67	32	89	36	8	20	19	24	Orlando Orange	83.1 14.8	1,262	193	208
Beach Volusia	43.3	888	99	143	43	73	48	32	60	27	32	PalatkaPutnam	5.7	248	20	30
De Land Volusia	9.9	163	36	28	93	11	20	13	24	21	32	T min deserting a second	33.0	449	90	75
Deiray Beach Palm Beach.	9.5	187	21	34	-	28	20	13	14		6	Panama City. Bay	51.4	888	280	139
Fort Myers Lee	22.0	374	88	51	33	28	26	23	45	24	16	F GOLDSGOOMY V C LOGGESTONICS C C	2000		47	31
Fort Pierce St. Lucie	24.3	333	88	53	33	28	25	28	38	10	11	Plant CityHillsborough.	14.7	202	47	81
Fort	24.3	333	90	93	-00	20	20	20	30	10	11	Pempane Beach Breward	11.6	170	27	37
Lauderdaie Broward	81.3	1.167	111	214	92	170	94	84	94	55	37	OuincyGadsden	8.1	148	41	20
GainesvilleAlachua	32.1	348	68		25	44	27	26	45	12	13	Sanford Seminole	19.6		61	28
Hialeah Dade	52.7	287	31	89	39	16	30	5	29	22	11	SarasotaSarasota	35.8	523	87	95
HollywoodBroward	28.7	449	82	99	50	47	41	18	36	13	12	St. Augustine . St. Johns	18.9	344	55	81
HomesteadDade	7.8	151	25	23		13	12	13	20		4	St. Peters-				
Jacksonville Duval	231.3	2,878	667	430	299	214	155	140	291	100	130	burgPinellas	158.6	1.622	236	347
Key WestMonroe	45.3	317	52	98	20	33	20	19	15	12	12	TallahasseeLeon	41.2	490	101	66
Lake CityColumbia	9.2	208	84	29	10	13	10	14	32	10	7	Tampa,Hillsborough.	255.5	2,947	675	550
Lake WorthPalm Beach	17.3	249	33	49	26	28	18	8	24	11	10	Vere Beach, Indian River.	7.9	149	16	25
LakelandPolk	43.8	563	110	68	68	54	30	34	80	28	22	WarringtonEscambia	21.0			
LeesburgLake	10.0	181	26	24	18	12	7	21	22	8	4	West Paim				
MariannaJackeen	6.9	148	39	22	11	10	8	13	14	11	4	BeachPalm Beach	58.8	821	73	173
MelbourneBrevard	14.4	186	20	30	5	13	7	15	30	8		Winter Haven.Polk	18.0	249	41	35
Miaml Dade	275.9	4,963		1140		410	338	206	417	179		Winter Park Orange	16.3	178	22	18
Miami Beach Dade	52.8	1,311	173	288	81	367	80	10	39	19	57					

		0	AD PO	PULAT	ION E8, 1/1/	88		FECTIVI YING II		_ 0	ES	TIMAT	E8, 1	957							
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			Inc	ome 8	reakdos	m of H	(ounehol	ids		
CITIES	tan Area	Total (thou- sands)	of U.S.A.	heids (thou- sands)	Spend- ing Units (thous,)	Pep. (thou- sands)	Net Deliars (000)	% of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Helds.	,400 % Inc.	\$2,500 % Halda.	-3,990 % Inc.	\$4,000 Halda.	-6,990 % inc.	\$7,000 Heids.	-9,998 % Inc.	\$10,00 Halds	%
Alachua		70.3	.0408	17.6	25.5	32.1	93,604	.0314	1,331	5,318	3,869	37.8	13.5	20.0	15.6	30.4	38.8	8.2	15.9	3.8	18.2
Gainesville		32.1	.0186	8.4	15.2		55,997	.0187	1,744	6,666	3,670	35.3	11.5	15.4	11.0	34.0	39.4	10.0	17.5	5.3	20.6
Baker		8.8	.0040	1.4	1.6		5,410	.0018	796	3,864	3,230	42.8	19.1	28.2	27.4	23.6	37.5	3.9	9.3	1.5	8.7
Bay		80.6	.0352	16.1	18.9	33.0	85,320	.0286	1,408	5,299	4,500	22.6	7.0	23.2	15.7	38.9	42.8	11.2	18.6	4.1	15.9
Panama City	101	33.0	.0192	9.3	10.0		46,174	.0155	1,399	4,965	4,574	24.0	7.6	24.2	16.6	37.2	41.9	10.6	18.1	4.0	15.8
Bradford		11.6	.0068	2.8	2.9	3.0	10,389	.0035	894	3,703	3,480	41.3	17.8	26.6	24.9	25.9	39.2	4.3	9.8	1.9	8.5
Brovard		86.1	.0384	21.4	23.4	21.3	93,615	.0314	1,418	4,375	3,985	32.8	12.0	25.4	20.2	31.7	41.0	7.1	13.9	3.0	12.0
Melbourne		14.4	.0084	4.6	4.8		19,331	.0065	1,342	4,202	4,019	33.1	12.2	25.2	20.1	31.6	41.4	7.3	14.5	2.8	11.8

* Not Available.

Before using these figures read foreword, page 13.

In Key **East Coast** Markets

Donnelly Adv. Since 1850

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From Maine to Florida

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The Reasons Why The Fort Lauderdale News Produces Remarkable Results!

The Fort Lauderdale (Broward County, Florida) Metropolitan Area has more sales action than Metro Areas with as much as 168,600 mere population.



A BIG MARKET IN 1956 . . . BIGGER IN 1957

Sales Management 1/1/58 Figures:

Population \$377,292,000 FT. LAUDERDALE METRO AREA 237,400 POPULATION UP 31,100—15% in one year RETAIL SALES UP \$40,811,000—12.12% in one year

> The Fort Lauderdale News has 87% Coverage Of It's Metro Area . . . with features and news of particular interest to the County Readers. The News' Acceptance is unquestioned by the local advertiser.

HERE'S PROOF

Circulation **Total Advertising Lineage** 25,819,345 1956 2/14/58 28,385,941 60,152 1957

> ADVERTISING LINEAGE UP 2,566,596-9.9% in one year. CIRCULATION UP 9,471-18.8% in one year

Remarkable results have made the Ft. Lauderdale News 1st in total lineage in the afternoon field in Florida . . Make it your first choice to cover the Metro Ft. Lauderdale market.

FORT LAUDERDALE N

Largest Circulation in Broward County America's Fastest Growing Newspaper

BURKE, KUIPERS & MAHONEY, INC. Publishers' Representatives of Florida

Population Retail Sales Metro Area 1956 FT. LAUDERDALE, Fla. 206,300 \$336,481,000 Wilkes-Barre, Penn. 374,900 332,242,000 Rock Island, Moline 262,200 331,491,000 Charleston, W. Va. 326,700 Greensboro-Highp'nt 220,400 327,763,000 Tacoma, Wash 308,300 321,283,000 Chattanooga, Tenn. 279,300 308,499,000 Duluth-Superior, Wis. 267,200 307,128,000 Shreveport, La. 256,000 288,809,000 Stockton, Calif. 231,200 296,971,000 Reading, Penn. 260,400 Albuquerque, N. M. 218,800 290,276,000 Lansing, Mich. 208,400 286,163,000 El Paso, Tex. 292,800 284,996,000 Erie, Penn. 236,100 277,821,000 Fort Wayne, Ind. 210,100 276,199,000 South Bend, Ind. 245,100 276,087,000 Little Rock, Ark. 242,300 259,490,000 Tucson, Ariz. 227,500 253,940,000 Baton Rouge, La. 220,500 238,241,000

*Sales Management - Survey of Buying Power - May 10th, 1957

		6		OPULAT STIMAT	ION ES, 1/1/	58		FECTIVI		_ (M ES	STIMAT	ES, 1	967	The	"SM" estima	symt	ols ma	rk ori	ginal, e AGEMI	xclu- ENT.
FLORIDA	Me- tre- peli-			House-	Con-	Urban								Inc	come B	reakdev	vn of H	iouseho	lds		
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dellars (000)	0.5.A.	Per Capita	Per Hsid.	Per C. S. U.	#0-2 Haids.	%	\$2,500 % Halds.	-3,999 % inc.	\$4,000 // Halda.	%	87,000 % Haida.	607	\$10,000 Halds.	404
Broward	210	237.4	.1380	73.4	82.5	130.0	411,387	.1379	1,733	5,605	4,981	24.6	7.0	21.6	13.4	36.0	36.4	10.6	16.2	7.2	27.0
△Fort Lauderdale.		81.3	.0473	27.2	30.4		155,452	.0521	1,912	5,718	5,101	23.8	6.6	31.1	12.8	36.5	36.0	11.0	16.5	7.6	28.1
Hollywood		28.7	.0167	9.8	10.8		56,758	.0191	1,978	5,792	5,222	23.8	6.5	21.4	12.7	35.7	84.6	10.9	16.0	8.2	30.2
Pompano Beach		11.6	.0067	3.1	3.1		13,814	.0046	1,191	4,456	4,373	35.5	12.1	24.7	18.4	26.1	31.6	8.7	16.0	5.0	21.9
Calhoun		7.2	.0042	1.8	1.8		5,638	.0019	783	3,132	3,108	50.4	24.4	27.0	28.5	17.8	30.5	3.1	7.9	1.7	8.7
Charlette		8.8	.0032	1.9	1.0		6,877	.0023	1,250	3,619	3,578	40.5	17.0	28.1	25.7	24.4	38.3	4.8	10.8	2.2	10.2
Citrus		6.1	.0036	1.6	1.8		6,856	.0023	1,124	4,285	3,633	39.4	15.5	28.7	22.7	25.8	38.0	4.8	10.2	3.3	15.8
Clay		19.5	.0113	4.6	6.6	7.0	23,797	.0880				35.6	13.1	21.1	16.9	32.2	42.2	8.3	18.5	2.8	11.3
Collier		13.3	.0077	4.1	4.8		19,481	.0088	1,485	4,781	4,014	33.1	11.6	26.9	20.6	29.6	36.8	6.0	11.3	4.4	19.7
Celumbia		20.3	.0118	5.2	5.9	9.2	21,970	.0074	1,082	4,225	3,671	35.1	13.7	25.8	22.2	30.7	42.8	8.2	13.0	2.1	8.5
Lake City		9.2	.0054	2.8	3.1		12,334	.0041	1,341	4,405	3,911	32.1	11.8	25.2	20.1	33.0	43.2	7.2	14.3	2.5	10.6
1Dade	90	800.1	.4653	246.1	302.9	746.8	1,001.944	.5371	2,002	6,500	5,288	18.0	4.6	19.1	10.6	40.7	36.6	13.4	18.3	8.8	29.9
▲Miami		275.9	.1604	88.5	109.9		544,811	.1827	1,975	6,156	4,957	19.3	5.2	20.1	11.9	40.8	39.4	12.8	18.6	7.0	24.9
Miami Beach		\$2.8	.0307	19.0	24.0		153,821	.0516	2,913	8,096	6,401	17.6	3.6	16.9	7.4	34.7	25.0	13.9	15.1	16.9	48.9
Coral Gables		32.9	.0191	10.5	14.5	1	88,999	.0298	2,705	8,478	6,119	18.7	3.8	13.7	5.9	34.7	24.7	16.0	17.3	18.9	48.3
Hialeah		52.7	.0307	15.3	16.1		85,521	.0287	1,623	5,590	5,283	18.2	5.0	20.0	12.1	43.0	42.2	12.7	18.9	6.1	21.8
North Miami		27.6	.0100	8.8	8.9	1	49,422	.0166	1,791	5,814	5,544	17.2	4.6	18.9	10.7	42.9	40.3	14.1	20.1	6.9	24.3
Homestead		7.8	.0046	2.1	2.5		11,696	.0039	1,499	5,570	4,538	23.9	7.8	23.5	15.4	37.6	40.2	9.3	15.1	8.7	22.1
Miami Shores		8.9	.0051	2.9	3.1	1	23,918	.0080	2,687	8,248	7,533	20.4	3.8	14.7	6.0	30.6	20.4	15.4	15.6	18.9	54.2
1 Detailed study of late for inclusion al census survey, involve	NOVE. S	uppests t	he above	e popula	tion est	imates.	based on a	nade to a specia nainly in	1			SM S	tandar	d (A) Befo		tential g these			forew	County rord, pa C SM,	age 13.

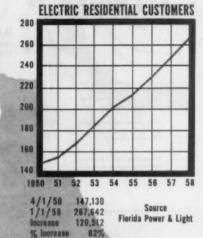
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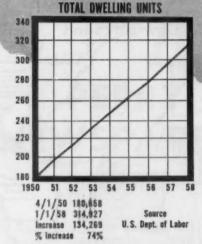
SALES MANAGEMENT'S FOOTNOTE ABOUT MIAMI.

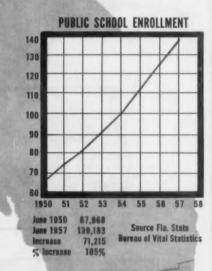
"A detailed study of building permit, utility and school attendance records, made too late for inclusion in above, indicates that the population of Miami and of Dade County as based on a special census survey, may involve an understatement of 37,000 persons centered mainly in Miami."

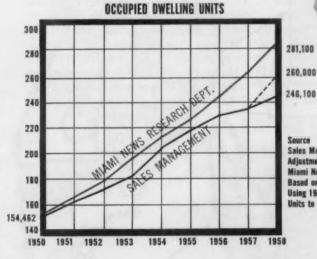
the reason

Miami's unprecedented growth has outstripped past projective techniques based upon census data alone. Those businesses with a stake in the Miami market find a more reliable index in current indices as shown below.







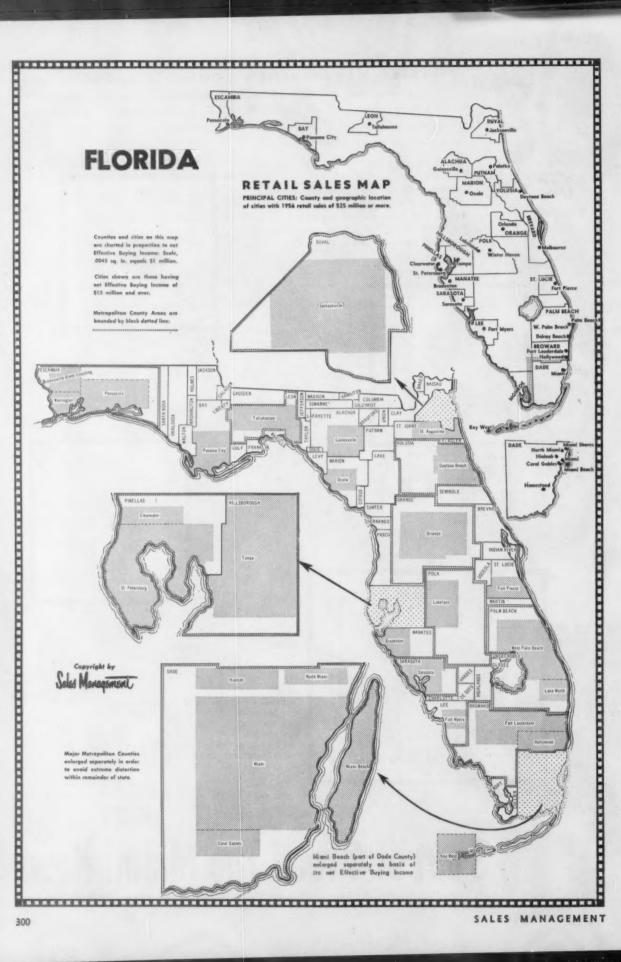


Source
Sales Management (Dotted Line 57-58 Indicates Upward
Adjustment as Detailed in Opposite Page Footnote.)
Miami News Research Dept.
Based on Electric Residential Customers
Using 1950 Census Ratio of Occupied Dwelling
Units to Electric Residential Customers.

Informed business-men know that Miami is the fastest growing major market in America. They also know Among the well-informed

3 out of 4 read The Miami News

Write or call: Robert "Bob" Buggeln, Advertising Director or Sawyer-Ferguson-Walker Company





Florida's tremendous growth is known to everyone engaged in marketing. To such men the JOHN H. PERRY ALL-FLORIDA GROUP—dailies in 10 major cities, strategically situated weeklies and the ALL-FLORIDA MAGAZINE, circulation approximately 400,000 ABC—provide a powerful weapon to center the ALL-FLORIDA target.

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Market shifts

focus special attention on

JACKSONVILLE, FLORIDA

Marketing executives, sales managers, production men are looking longer and harder at Jacksonville as a manu-facturing and distribution point. Population and con-sumption shifts have established a new distribution pattern in the Southeast.

Jacksonville has become a heart-location because all southeastern markets can be reached more quickly from this rail, air, truck, deep-water port and highway hub. The working, living, educational and cultural climate is

Investigate Jacksonville for your new southeastern plant, branch plant, warehouse or branch office. Write today for "The JACKSONVILLE STORY," a condensed, factual industrial survey. Find out, too, about local financing and our complete plant site files. Then join the modern trend-to Jacksonville!

IDEAL EVERY DAY FOR WORK AND PLAY

The CITY OF JACKSONVILLE, Florida

Electric & Water Utilities

The Committee of One Hundred Jacksonville Area Chamber of Commerce 604-S Hogan Street

Phone: ELgin 3-6161



FLORIDA		J		PULAT		58	EFI BU	FECTIVE	COME	_ 0	ES ES	TIMAT	ES, 11	157		"SM" estima					
FLORIDA	tro- poli-			House-	Con- sumer	Urban					Income			Int	ome B	reakdev	vn of H	louseho	lds	10	
CITIES (continued)	tan Area	Total (thou- sands)	% of U.S.A.	(thou- sands)	Spend- ing Units (thous.)	Pap. (thou- sands)	Net Dollars (000)	wf U.S.A.	Per Capita	Per Hald.	Per C. S. U.	80-2 % Halds.	%	\$2,500 % Haids.	Ov	\$4,000 % Halds.		\$7,000 % Helds.	OV.	\$10,000 Helds.	%
De Soto		9.4	.0054	2.4	2.6	5.0	10,071 3,399	.0034	1,071	4,196 3,777	3,742 3,165	34.0 42.3	13.1 19.3		22.7 29.2	1	42.1 39.2	6.3 3.1	13.1 7.6	2.2	9.0 4.7
Duval	69	418.2	.2431	118.0	139.4	334.7	667,668			5,688		21.4	6.2	21.7	13.6		40.5	11.8	18.3	8.7	21.4
▲Jacksonville		331.3	.1345	66.9	81.1		380,213	.1275			4,688	21.8	6.4	22.0	13.9	39.1	40.6	11.5	18.1		
Escambia	253	181.5	.0939	43.0	51.2		225,651	.0758	1,397	5,248	4,402	24.6	7.8	21.8	15.0	39.1	43.8	10.5	17.9	4.0	15.5
1△Pensacola		51.4	.0299	15.2	00.0		74,210	.0249			4,375	28.1	9.2	23.6	16.9	35.1	40.9	9.0	15.8	4.2	17.2
Warrington		21.0	.0122	8.8	0.0		32,043	.0107		5,826		14.0	3.9	17.4	9.7	44.4	41.0	16.9	23.6		
Flagler		4.8	.0027	1.3	1.6		5,421	.0018	1,178	4,170	3,196	46.5	20.5	25.3	24.4	21.5	33.7	4.4	10.4	2.3	11.0
Fennklin		5.2	.0030	1.5	1.5	2.9	5,275	.0018	1,014	3,517	3,303	43.5	19.5	28.0	27.4	22.7	36.2	4.3	10.3	1.5	6.6
Gadsden		42.1	.0245		9.2	16.5	31,563	.0106	750			45.4	19.6	25.1	23.4	21.8	33.4	5.4	12.4	2.3	
Quincy		8.1	.0047	2.4	2.5		10,070	.0034	1,243	4,196		40.6	15.1	24.2	19.6	24.0	31.7	7.1	14.3	4.1	19.3
Gilchrist		2.7	.0016	.6	.6		2,048	.0007	758	3,413	2,972	51.7	25.8	25.0	26.9	19.2	33.7	2.8	7.5	1.3	6.3
Glades		2.9	.0017	.7	1.0		3,420	.0011	1,179	4,886	3,173	48.7	19.9	18.7	17.4	28.3	39.8	8.3	14.4	2.0	8.5
Gulf		9.9	.0057	2.7	2.8	3.8	10,950	.0037	1,108	4,056	3,858	33.5	12.8	27.3	22.8	30.4	41.4	6.8	13.5	2.2	9.5
Hamilton		8.8	.0051	2.2	2.2		8,708	.0022	782	3,049	3,035	48.2	23.9	27.7	20.7	21.0	36.9	2.5	6.7	.6	2.8
Hardee		12.2	.0071	3.4	3.4	3.6	13,369	.0045	1,000	3,932	3,855	38.8	15.0	26.8	22.5	25.6	35.3	8.9	12.3	3.1	14.9
Hendry		6.8	.0040	1.8	2.2		9,906	.0033	1,457	5,501	4,434	18.8	5.8	24.7	16.4	42.4	46.3	10.2	16.9	3.9	14.6
Hornando		8.7	.0050	2.5	2.6		10,017	.0034	1,151	4,007	3,850	34.8	13.4	27.7	23.3	28.4	38.8	8.7	13.9	2.4	10.6
Highlands		16.4	.0096	4.9	5.2	11.7	22,367	.0078	1,384	4,56	4,234	32.5	11.2	25.9	19.4	30.1	36.8	7.1	13.2	4.4	19.4

1 Recent annexation puts the current population of Pensacola at 53,000. SM Standard (Δ) and Potential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 13.

Definition of Consumer Spending Unit

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals"... which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.

Florida...America's exciting, new profit-market!

Florida's incredible growth—racing ahead of the statisticians—has boosted Florida's size and buying power to new all-time highs.



MORE PEOPLE The Florida Development Commission reports that approximately 3,000 new, permanent residents are moving into Florida each week . . . yes, we said each week! Estimates indicate Florida now has a popula-tion of 4,133,800 — up 16 per cent in the period, January 1, 1955-January 1, 1958.*



MORE SALES In this same period, Florida Food Sales skyrocketed up 63 per cent . . . Retail Sales soared 65 per cent . . . Drug Sales rose 52 per cent and sales of General Merchandise increased an impressive 71 per cent. Automotive Sales surged upward an amazing 84 per cent!



MORE MONEY Effective Buying Income has climbed to more than six and one-half billion dollars-an increase of 38 per cent since January 1, 1955.

More people.. More money.. More sales!

Florida's combination of more people and more money means more sales for you—now and in the future. Florida—America's most exciting, new profit-market-has just begun

* All estimates from Sales Management 1958 Survey of Buying Power.

Florida ...a space buyer's dream!

Florida is a big market! But you can reach the bulk of its population and buying power with Florida's three big, morning dailies. The Florida Times-Union, The Miami Herald and the Tampa Morning Tribune deliver not

only saturation circulation in their three major markets, but provide from 20 per cent to 100 per cent home coverage in 51 of Florida's 67 counties—where 79.7 per cent of Florida's buying power is concentrated!

For effective, comprehensive, low-cost coverage of Florida, make Florida's three leading newspapers the mainstay of your advertising-sales program.



LOWEST COST COVERAGE IN FLORIDA'S TOP MARKETS

FLORIDA TIMES - UNION JACKSONVILLE

TAMPA MORNING TRIBUNE

THE MIAMI HERALD

REPRESENTED NATIONALLY BY:

The Katz Agency, Inc.

Sawyer-Ferguson-Walker Co.

Story, Brooks & Finley, Inc.



BIG PLANTS are growing in the Tampa Industrial Park!

Sketched at left is the Tampa Industrial Park as it will appear when completed. The illustration is far from being visionary—the plants of Schlitz, Globe-Union and Anheuser-Busch are all under construction! All utilities are now available at the site. The Tampa Industrial Park is the busiest place in Florida.

The University of South Florida, to be located immediately north of the Park, is expected to be ready for students in 1960.

For information on any phase of industrial Tampa write Manager, Committee of 100, Greater Tampa Chamber of Commerce.



...and everything else is growing, too!

In three years, Tampa has welcomed 69 new industries representing \$15,000,000 in new annual payrolls and \$63,000,000 in capital investment; existing industries spent more than \$40,000,000 in expansions . . Since 1955, population has increased nearly 15%, retail sales 47%; food sales 51%; drug sales 70% and automotive sales 77%.*

As the Industrial and Distribution Hub of Florida, Tampa

As the Industrial and Distribution Hub of Florida, Tampa offers specific advantages and sound opportunities for a main or branch plant, distribution warehouse, research and engineering

laboratories and administrative offices.

* Sales Management 1958 Survey of Buying Power

FLORIDA		0	M P	PULAT	ION ES, 1/1/	58		FECTIVI		_ 6	M ES	STIMATES,	1967		e "SM" s e estimates					
FLORIDA	Me- tro- poli-			House-	Gon- sumer	Urban					Income		Ince	me B	reakdown e	if Ha	uooho	lds	-	
(continued)	Area	(thou- sands)	0f U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. 8. U.	\$0-2,499 % % Haids. Inc.	\$2,500-3 Helds.	%	\$4,000-6,5 % Halds. In	2	\$7,000 Holds.	67.	\$10,000 % Halds.	07
Hillsborough	148	351.1	.2041	103.2	116.4	339.0	510,231	.1711	1,453	4.944	4,383	27.3 8.9	24.5	17.4	35.0 40	.5	8.9	15.5	4.3	17.7
▲Tampa		255.5	.1486	79.7	91.3		401,112	.1345	1,570	5,033	4,389	26.6 8.6	24.5	17.1	35.5 40	.7	9.0	15.7	4.4	17.9
Plant City		14.7	.0085	4.5	4.6		18,952	.0033	1,289	4,212	4,105	32.8 11.9	26.1 2	20.7	31.2 40	.2	6.7	13.1	3.2	14.1
Holmes		12.0	.0070	2.8	3.1		8,356	.0029	738	3,163		54.0 28.3	24.6	28.1	18.2 33	.9	2.6	7.2	.8	2.5
Indian River		17.3	.0100	8.1	8.4	7.9	23,429	.0079	1,354	4,594	4.330	31.6 10.7	27.3 2	20.1	29.8 35	.0	8.3	11.5	5.0	21.8
Vero Beach		7.9	.0046	2.5	2.5		13,393	.0045	1,695	5,357	5,203	25.8 7.4	25.2	15.6	32.8 33	.2	8.2	12.6	8.0	
Jackson		35.9	.0200	8.6	9.2	6.9	29,786	.0100	830	3,463		47.8 22.1	26.3	28.4	20.5 33		3.6	8.9	1.8	9.1
Marianna		6.0	.0040	2.0	2.0		8,858	.0030	1,284	4,429		31.9 11.1	26.7 1	20.3	30.6 37	.8	6.6	12.3	4.3	18.5
Jefferson		9.4	.0055	2.4	2.4		7,321	.0024	779	3,060	3,004	53.5 26.7	26.2 2	28.7	18.0 28	.3	2.5	6.7	1.8	9.6
Lafayette	-	3.1	.0018	.7	.8		2,451	.0000	781	3,501	2.890	52.7 26.7	28.2	27.7	18.4 33	.2	2.6	7.0	1.1	5.4
Lake		47.2	.0274	13.8	15.4	17.0	62,578	.0209	1,328	4,538	4,047	34.1 12.1	25.0 2	20.0	29.1 36	.8	6.9	13.2	4.0	17.9
Leesburg		10.0	.0088	3.2	3.4		14,832	.0050	1,483	4,635	4,303	28.7 9.7	25.7 1	18.9	33.2 40	.0	8.7	15.8	3.7	15.6
Loo		37.3	.0217	11.3	13.1	22.0	55,034	.0185	1,478	4,870	4,201	31.7 10.7	24.8 1	18.1	30.9 37	.0	8.0	14.5	4.6	19.7
Fort Myers		23.0	.0128	6.9	8.2		34,734	.0116	1,879	5,034	4,235	81.0 10.3	23.9	17.2	81.6 37	.1	8.7	15.3	4.8	20.2
Leon	271	83.8	.0371	15.6	23.6	45.8	94,336	.0316	1,479	6,047	3,994	32.1 10.2	17.0 1	12.3	33.0 37	.0	11.7	19.9	5.3	20.6
△Tallahasses		41.2	.0240	11.2	17.3		70,835	.0238	1,719	6,324	4,089	30.3 9.2	17.4 1	11.6	33.9 38	.8	12.6	20.5	5.8	22.1
Levy		9.7	.0057	2.6	2.8		9,215	.0031	950	3,544	3,223	46.0 21.0	28.0 2	27.8	21.1 34	.3	3.0	7.3	1.9	9.6
Liberty		2.5	.0014	.6	.6		2,165	.0007	886	3,008	3,129	51.3 24.7	26.9 2	28.1	16.9 28	.9	2.0	7.5	2.0	10.8
Madison		14.8	.0084	3.4	3.4	3.2	10,489	.0036	723	3,085	3,038	51.1 25.2	25.7 2	27.7	18.9 33	.2	3.2	8.4	1.1	5.5
Manatee		47.8	.0278	15.0	15.7	25.8	64,075	.0214	1,340	4,272	4,069	37.1 13.5	25.3 1	19.9	28.9 34	.7	6.6	12.0	4.1	19.0
Bradenten		20.1	.0117	6.8	7.4		31,195	.0104	1,552	4,588	4,165	35.9 12.5	24.0 1	18.1	28.0 34	.6	7.3	13.6	4.8	21.2
Marion		48.6	.8282	13.8	14.7	18.0	55,679	.0187	1,148	4,035	3,772	39.1 15.2	28.0 2	21.2	28,7 37	.0	6.4	13.5	2.8	13.1
Otals		16.0	.0093	5.0	5.5		22,575	.0076	1,411	4,515	4,104	34.5 12.2	24.1 2	28,4	29.5 37	.0	8.1	15.4	3.8	17.0
Martin		12.3	.0072	3.8	3.8	4.7	15,808	.0053	1,286	4,100	4,109	30.3 14.3	27.1 1	21.5	23.2 30	.1	5.8	10.8	4.9	23.3
Monroe		63.3	.0310	14.5	23.7	45.3	86,727	.0287	1,008	5,912	3,611	33.7 11.8	17.8 1	13.5	37.1 46	.0	8.1	18.2	3.3	13.6
Key West		46.8	.0284	18.4	19.6		76,588	.0257	1,001	5,718		25.7 8.5	22.4 1	16.1	40.3 47		8.3	14.8	3.4	13.3
Nacent		18.0	.0093	3.0	4.1	8.0	16,805	.0058	1,038	4,258	3,955	31.3 11.0	28.6 2	20.5	33.3 43	.8	7.8	16.2	2.2	8.9
Okaleesa		85.7	.0324	12.4	19.0	10.4	73,864	.0248	1,328	5,957	3,759	27.0 9.0	20.1 1	14.8	39.8 47	4	10.1	18.1	3.0	10.7

SM Standard (A) and Potential (Δ) Metropolitan County Areas.

O SM, 1958.

Before using these figures read foreword, page 13.

Climbing higher!



TAMPA - ST. PETERSBURG now in top 30 markets!

Sales Management Survey of Buying Power, May 1958

6.0.0.0.00



Tampa - St. Petersburg advances

four places in retail sales over 1957, made
equally dramatic gains in all other categories, is one
of the nation's fastest-growing major markets! More than ever,
the Twin Cities of the South belong on every modern market list!

Dominate Tampa - St. Petersburg and 239 prospering communities with

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The WKY Television System, Inc. . WSFA-TV Montgomery . WKY-TV & WKY Oklahoma City

Represented by the Katz Agency



		0	M Po	OPULAT STIMAT	ION ES, 1/1/	58	EF BU	FECTIVI	E NCOME	_ (M ES	TAMIT	TES, 11	937	The	"SM" estima	symb	ols ma	rk orig	inal, e: AGEME	KCIU- ENT.
FLORIDA	Mo- tro- peli-			House-	Cen- sumer	Urban					Income			Inc	ome B	reakdov	m of H	louseho	lda		
(continued)	tan Area	Total (thou- sands)	u.s.a.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	% U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	80-2 % Haide.	,499 % inc.	\$2,500 Halda	% inc.	\$4,000 Halde.		\$7,000 Haida.	%	\$10,000 Holds.	9%
Okeechebee	104	4.7	.0027	1.2		115.4	5,000 380,002		1,084		3,420 4,878		17.0		23.2	28.1 34.7	38.6 37.7	8.3 9.6	11.9 15.8		9.3
▲Orlando Winter Park		83.1 16.3	.0483				153,604 35,249		1,848 2,163				7.1			35.4					25.8 31.2

SM Standard (A) and Potential (A) Metropolitan County Areas.

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EST. 1936

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CBS RADIO NETWORK

"The Most Influential Voice of the Palm Beaches"

RADIO isn't dead Or even dying! In fact, it's growing — like FLORIDA and THE PALM BEACHES. So when you BUY RADIO in the Palm Beaches, Buy the BEST . . . buy WJNO RADIO, more than 21 years in the business, pleasing our audiences and advertisers with consistent, success.

RESULTS COUNT
WJNO RADIO GETS
RESULTS!

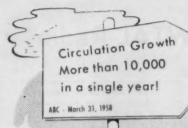
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Represented Nationally by The Meeker Company, Inc.



The Times . . . FIRST in Advertising Linage Gains among all newspapers in the nation in 1957!

The Times new plant with all new presses and the latest color equipment will be ready for operation about January 1, 1959

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"Growth Signs of the Times" ST. PETERSBURG...

an amazing story of

G-R-O-W-T-H

Seven new shopping centers in a single year . . . new schools . . . new churches . . . 1000 new homes every three months.

SPECTACU	LAR GROWT	H IN ONE YE	AR
	1956	1957	GAIN
Population Pinellas County	257,400	268,600	11,200
Retail Sales	\$378,364,000	\$453,768,000	\$75,404,000
Food Sales	\$71,440,000	\$91,762.000	\$20,322,000
Auto Sales	\$64,598,000	\$84,711,000	\$20,113,000

St. Petersburg Times

FLORIDA'S BEST NEWSPAPER
Only paper covering this GROWTH MARKET

Represented Nationally by THE BRANHAM CO. Offices in Chicago, Atlanta, Memphis, Miami,
Los Angeles, St. Louis, Charlotte, San Francisco, Detroit, Dallas, New York

EL CRIP.		0		DPULAT		58	EFI BU	FECTIVE YING II	E NCOMI	- 6	M ES	TIMAT	ES, 11	167		he "SM ve estim					
FLORIDA	Me- tro- poli-			House-	Cen- sumer	Urban			1		Income			Inc	come B	reakdo	wn of h	fouseho	lds		
(continued)	Area	Total (thou- sands)	% U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pap. (thou- sands)	Net Dellars (000)	U.S.A.	Per Capita	Per Hald.	Per C. S. U.	NG-2 % Holds.	%	\$2,500 Walds.	% Inc.	\$4,000 % Haids.	% Inc.	\$7,000 % Heids.	% Inc.	\$10,000 % Halda.	07
Osceola		14.6	.0085	4.9	5.3	9.5	17,897	.0000		3,652	3,332	42.5	18.8	28.1	26.9	23.8	37.3	4.0	9.5	1.6	7.5
Palm Beach	150	180.4	.1048	57.0	67.3	112.8	295,738	.0992	1,639	5,188	4,393	30.0	9.5	23.3	16.1	32.5	38.8	8.6	14.7	5.6	22.9
Beach		58.8	.0341	19.4	22.3		100,962	.0336	1,702	5,158	4,487	27.6	8.7	23.8	16.4	34.2	38.2	9.1	15.3	5.3	21.4
Palm Beach		5.7	.0034	1.7	3.0		21,093	.0070	3,701	12,408	6,961	10.0	1.5	10.6	3.2	33.3	17.3	15.5	12.2	30.6	65.8
Lake Worth		17.3	.0100	5.8	6.9		29,286	.0098	1,093	5,049	4,206	32.8	10.9	23.1	18.7	31.3	36.9	9.0	16.1	4.8	20.4
Delray Beach		9.5	.0055	3.1	3.1		15,756	.0053	1,659	5,088	5,055	29.2	8.7	23.2	15.0	30.9	32.6	9.5	15.2	7.2	28.5
Pasco		27.1	.0187	8.1	8.7	5.1	32,418	.0100	1,190	4,002	3,708	36.5	14.5	28.8	24.7	27.1	38.1	5.0	10.7	2.6	12.0
Pinellas	148	268.9	.1564	94.3	105.8	230.6	478,214	.1803		6,071	4,526	28.3	8.9	23.7	16.4	33.7	37.8	8.0	15.0	8.4	21.0
ASt. Petersburg		158.6	.0923	59.6	86.4		297,869	.0999	1,878	4,998	4,484	28.9	9.2	23.9	16.6	33.3	37.9	8.7	15.0	5.2	21.3
Clearwater		37.9	.0220	18.1	15.0		72,018	.0241			4,800	25.7	7.5	22.6	14.6	35.1	36.5	9.9	15.6	6.7	25.8
Polk	226	169.2	.0984	48.1	82.4	93.8	235,194	.0789			4,485	27.9	9.0	25.0	17.5	33.9	38.9	8.4	14.6	4.8	20.0
△Lakeland		43.6	.0253	14.3	16.6		76,264	.0256			4,571	27.5	8.4	22.4	14.8	34.5		9.7	16.0	5.9	23.4
Winter Haven		18.0	.0105	6.1	6.3		28,620	.0096				28.9	9.4	24.6	17.5	33.7	39.1	8.2	14.4	4.6	19.0
Bartow		13.2	.0077	3.9			20,945	.0070	1,587	5,371	4,996	22.6	6.6	24.5	15.4	36.1	37.3	10.4	16.3	6.4	24.
Putnam		33.1	.0192	9.1		14.8	38,992	.0130				37.1	13.8	24.6	20.0	27.8		7.1	14.2	3.4	15.3
Palatka		14.8	.0086	4.0	4.8		19,653	.0066	1,328	4,913	4,060	32.4	11.1	24.1	18.0	30.7	37.4	8.7	16.0	4.1	17.5
St. Johns		32.3	.0188	9.3	10.8	18.9	44,092	.0148	1,365	4,741	4,076	33.8	11.7	24.8	18.8	30.2	37.3	6.7	12.5	4.5	19.7
St. Augustine		18.9	.0110	8.0			27,971	.0094				32.4	11.1	25.0	18.8	31.2		7.1	13.1	4.3	18.8
St. Lucie		30.6	.0178	8.4	9.9	24.3	43,874	.0147				24.8	7.8	23.9	16.4	37.3		9.5	16.0	4.5	18.0
Fort Pierce		24.3	.0141	7.1			36,448					25.5	8.1	24.1	16.8			9.3	15.9	4.4	
Santa Rosa		23.6	.0137	5.8	6.7		23,202	.0078	983	4,000	3,456	39.5	16.5	25.5	23.2	28.3	41.0	6.1	11.5	1.6	6.1
Sarasota	268	53.0	.0312				91,302		100000			28.5	8.7	23.8	15.8	31.9	34.4	9.4	15.4	6.4	25.7
△Sarasota		35.8					64,519				4,751	27.4	8.1	23.3		32.6		9.9	15.8	6.8	26.
Seminole		37.0	.0218	10.7	11.8	19.6	44,416	.0149	1,181			40.3	15.6	25.4	21.4	25.0	34.4	5.9	12.2	3.4	18.4
Sanford		19.6	.0114	6.4	6.7		26,203	.0087	1,337	4,094	3,884	39.8	15.1	25.4	21.0	25.1	33.9	6.1	12.5	3.6	17.
Sumter		10.7	.0082	2.9	3.0		11,214	.0038	1,048	3,867	3,624	38.2	15.9	28.0	23.0	26.8	38.7	5.9	13.0	2.1	9.
Suwannee		15.2				3.7	13,597	.0048	890	3,578	3,227	45.8	20.7	25.8	26.6	23.2	37.5	4.1	10.1	1.4	6.
Taylor		13.5	.0078				13,512		1,001	3,751	3,280	42.3	18.8	27.4	26.5	24.7	38.9	4.8	10.3	1.1	5.
Union		7.8	.0046	.0	1.1	1	3,508	.0011	450	3,898	3,118	47.0	21.6	26.6	26.7	20.9	34.1	8.7	9.1	1.8	8.

SM Standard (A) and Potential (Δ) Metropolitan County Areas.

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Before using these figures rend foreword, page 13.

In This Big Northern Florida Market

POPULATION ESTIMATES, 1/1/88

Everywhere You Go There's WTAL Radio

"The Voice of Progress"

Everywhere you hear WTAL—selling the big tuned-in audience of northern Florida-southern Georgia. Cover this Third-of-a-Billion-Dollar income market thoroughly and profitably with WTAL...newest member of the "Vic" Diehm Radio Group.

Population

337,100

Income

\$341,912,000

EFFECTIVE
BUYING INCOME— SM ESTIMATES, 1957

Retail Sales \$290,452,000

METROPOLITAN TALLAHASSEE

\$6,047

\$5,234

Family Income

Family Sales

5000 WATTS

FLORIDA

1270 on the Dial

WTAL TALLAHASSEE, FLORIDA

Represented Nationally by THE MEEKER CO.

The "SM" symbols mark original, exclusive est imates by SALES MANAGEMENT.

Income Breakdown of Households

COUNTIES	poli			H	louse-	sumer	Urban						Incar	700		,	ncome :	sreak dow	n or House	neids		
CITIES (continued)	tan	Toi	ai u- in) U.	% I	holds thou- ands)	Spend- ing Units thous.)	Pop. (thou- sands)	Ne Dolla (000	LF8	% of U.S.A.	Per Capita	Per Hsld.	Per C. S.	U. \$0	-2,499 % la. inc	95	0-3,990 % s. inc.	\$4,000-6, % Haids. II	K 95	9g	9%	0&over % i. Inc.
Volusia	200			0595	33.4	38.8	70.2	161	,322	.0541	1,578	4,830			1 11.1	24.0	17.7	30.5 30	3.9 7.9	14.5	4.5	19.6
△Daytoma Beac		4		0253	15.1	17.4			,465	.0250								30.4 3	8.3	14.5	5.1	21.7
De Land				0057	3.3	4.2			,358	.0055	-6		3,8						7.4 7.9	15.0	4.0	
Wakulla				0027	1.2	1.2			,724	.0013									5.2 2.3	6.2	1.0	
Walton		1	4.7	0086	3.7	3.9	3.2	12	,789	.0043	870	3,456	3,2	48.3	2 21.1	25.6	25.5	22.7 36	1.8 4.1	10.0	1.4	6.6
Washington		1	0.7	0062	2.7	2.7	2.7	8,	579	.0028	802	3,177	3,0	74 49.3	7 24.5	28.2	27.7	19.7 34	1.1 3.3	8.5	1.1	5.5
Total Above Cities		2,04	8.9 1.	1913	650.4	768.6		3,624	,028	1.2151	1,769	5,572	4,71	15 25.3	7.4	22.0	14.2	36.0 37	.6 10.4	16.6	6.3	24.2
State Total		4,14	6.8 2.	4110 1,	218.4 1	,429.3	2,779.1	6.471	.018	2,1006	1,500	5,311	4,51	16 27.1	8.4	22.7	15.2	34.8 38	.3 9.7	16.1	5.5	22.0
			POPUL/ ESTIM/		1/1/58	1	SM	E. B I. ESTIM	ATES	, 1957				J		POPULA	TION TES, 1	/1/88	SM	E. B. I	ATE	, 1957
METRO, AREAS	Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Spending Units (thous	d- Por (the	A. III	Net Dellars (\$000)	% U.S.A.	Per Cap- ita	Per H'se- hold		METRO		Total (thou- sands)	% of U.S.A.	House- held (thou- sands)	Con- sumer Spend- ing Units (thous,	Urban Pop. (thou- sands)	Net Dellare (\$000)	% of U.S.A.	Per Gap ita	- H'se-
△Daytona Beach. △Fort Lauderdale Jacksenville △Lakeland Miaml	102.4 237.4 418.2 169.2 800.1	.1380	33.4 73.4 118.6 48.1 246.1	82. 139. 52.	.5 13 .4 33 .4 8	0.2 0.0 4.7 3.8 6.8 1,	161,322 411,387 667,668 235,194 601,944	.1379 .2239 .0789	1,733 1,897 1,390	4,830 5,605 5,688 4,890 8,508	△Tail Tampi	anota ahassed a- Petersh Paim B	urg.	\$3.6 63.8 820.0 180.4	.0312 .0371 .3605	17.6 15.8 197.5 57.0	222.0	45.8		.0316 .3314	1,47	3 5,188 9 8,047 4 5,005 9 5,188
Orlanda △Pensacola	215.9 161.5		66.9 43.0			5.4	350,002 225,651			5,322 5,248	Total	Above /	Areas 3	3,022.5	.7874	915.6	1,075.8	2,382.4	5,123,67	-	1,69	5,596
	Me-				RE	TAIL	SAL	E8-	SH	DE	TIM	ATES	, 11	57								
COUNTIES CITIES (continued)	tro- poli- tan Area	Sal	tail les	% of J.S.A.	Per Hald. Retail Sales	Buyin Powe Inde	or Qu	ality	Indi of Sa Produ	les	Food (\$000)	Drin Plac (800	nk. 1	General Mdse. (8000)	Appa (\$00	rel H	urn oues- Appl. (000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg. Hdwre (\$990)		Orugs 8000)
Alachua		7	2,587	.6363	4,124	.034	7	85	8	0	17,97	2	.044	3,677		003	3,340	17,422	7,982	5.4	16	2,491
Gaineeville			7,841	.0288	9,124	.031		17	18		13,871		.500	2,659	-	786	3,088	15,555	5,334	3,5	-	1,982
aker			5,023	.0023	3,800	.002		60		13	1,801		189	488	,	85	88	1,008	803	2		180
ay			0,513	.0347	4,318	.031	8	90		0	17,100	5	,409	6,879	4,	032	4,340	13,145	7,528	5,1		2,403
Panama City		0	0,032	.0300		.020	6 . 1	07	15	6	13,407	3	,473	6,379	3,	993	4,248	13,001	5,937	4,8	52	2,029
and the sale		1		0044	0.110	-					0.384			010		-	mar.		1 000			
leadford			8,731 0,953	.0044	3,118			65 91	10	15	2,383		300	216		479 833	3,815	2,017	1,699	11		324
Melbourne			7,800	.0139	3,000	.009		08	16		7.446	1	,062	800		469	1,669	6,462	11,077 3,508	1,94		3,146
roward			7,292	,1884	5,140	.153		11	13		85,064		,299	28,247			26,794	76,012	24,390	22,8		1,138
△Fort Lauderdal			6,803	.1083	2,110	.068		44	22		38,384		775	22,085			18,434	46,521	11,788	14,7		7.757
Hollywood			1,103	.0355		.023		41	21		18,097		230	3,826		438	5,043	16,055	3,758	3,75		3,431
Pompano Beach.			8,593	.0133		.007	6 1	13	19	19	7,658		,995	961		888	1,115	8,758	2,287	2,2		918
										.			400				-		4.45			100
alhoun	**		7,124	.0036	3,958	.002		88	8	_	1,390		168	781		239	212	1,282	1,106	21	-	361
harloten			1,497	.0048	4,998	.003		83	15		2,977		,015	510 282		225	388	2,136	1,143	40	200	231
ltrus			7,000	.0037	4,750	.003		0.5	10		1,992	1	424	262		113	23	563	1,895	61	8	306
lay		10	0,524	.0063	2,288	.007	9	70	4	7	2,474		639	884		219	216	3,461	1,950	40	14	467

3,421

1,140 1,100

Collier......

Lake City.....

382

Only gives you

...of the gigantic South Florida market!

Population,429,3	.00
TV Families	99**
Total Retail Sales\$2	,466,271,000
Food Store Sales\$	564,819,000

Proof Store Sales\$ 564,819,000

Drug Store Sales\$ 91,292,000

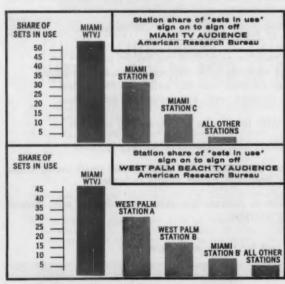
Automotive Sales\$ 490,955,000

** Television Magazine, February 1958

*Only WTVJ gives you unduplicated coverage!

WTVJ presents the only unduplicated network shows in South Florida...deliver greatest share of audience in <u>both</u> Miami and Paim Beach!

WTVJ does not rest on its network dominance, but commands top ratings with local shows, too. Ask your PGW colonel!





WTVJ·4



MIAMI

Represented by Peters, Griffin, Woodward, Inc.

MARKET and ECONOMIC RESEARCH

IN FLORIDA THE SOUTH THE CARIBBEAN

- Consumer Surveys
- Marketing Research
- Economic Studies
- Real Estate Economics



Survey proposals made without obligation.

FIRST RESEARCH CORPORATION MIAMI: FIRST RESEARCH BUILDING . 186 S.W. 13th STREET ATLANTA: 3846 HILLCREST AVENUE . NORTH ATLANTA

FLORIDA	Mo-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The			rk original, MANAGE	
COUNTIES (cantinued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Miles. (3000)	Apparel (8000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Dade	90	1,470,987	.7348	5,977	.6820	125	158	333,859	188,970	131,867	138,288	89,346	291,515	94,956	98,409	54,813
▲Miami		852,071	.4257		.2512	157	265	171,920	74,069	112,968	69,644	54,798	215,753	46,390	37,567	25,701
Miami Beach		152,044	.0760		.0547	178	248	30,355	35,227	8,677	44,485	4,640	6,066	6,021	1,613	8,830
Coral Gables		100,807	.0504		.0338	177	264	22,103	7,033	3,119	11,823	6,203	30,598	4,573	15,703	3,128
Hialeah		53,273	.0266		.0285	93	87	19,255	7,063	3,110	1,225	4,748	606	4,896	6,643	2,222
North Miami		52,192	.0261		.0193	121	163	5,697	4,029	1,638	1,966	13,005	9,791	5,247	5,108	2,437
Homestead		30,155	.0151		.0074	161	328	8,029	1,023	1,474	711	1,227	9,103	2,213	2,741	1,243
Miami Shores		36,090	.0180		.0104	204	353	3,815	176	202	606	162	26,745	1,111	767	1,867
De Soto		9,778	.0049	4,074	.0042	78	91	2,517	319	383	460	324	2,412	688	859	380
Dixio		3,687	.0019	4,097	.0016	70	83	1,201	334	182	88	221	736	500	190	126
Duval	68	576,989	.2882	4,890	.2471	102	119	144,168	34,705	54,919	36,761	30,838	148,880	36,349	26,208	20,234
▲ Jacksonville		493,040	.2463		.1645	122	183	106,429	26,624	52,258	35,837	28,401	141,788	26,640	20,480	15,919
Escambia	253	197,434	.0986	4,501	.0961	92	105	50,535	13,497	18,362	14,888	11,930	48,551	14,055	8,762	8,935
△Pensscols		152,199	.0760		.0412	138	254	31,753	7,558	16,121	14,270	9,798	45,662	8,180	5,181	4,497
Warrington		8,404	.0042		.0091	75	34	2,912	1,233		129	443	600	1,219	745	299

SM Standard (A) and Potential (A) Metropolitan County Areas.

Shows

at a glance

C SM, 1958.

Before using these figures read foreword, page 13.

Sales Management's

1958 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

- 1. All Metropolitan County Areas clearly defined.
 - 2. County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
 - 3. Differences in retail sales volume indicated by County shad-

Red-for counties with \$100 million or more, Green-for counties with \$50 million to \$100 million. Yellow-for counties with \$25 million to \$50 million. Blue-for counties with \$10 million to \$25 million.

- 4. 1750 cities with retail sales of \$20 million or more.
- 5. City populations indicated—(as of January 1, 1958).
- 6. Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
- 7. Special markings indicate counties whose family sales exceed U. S. family average.

comparative **Retail Sales Strength** of every county

... 27" x 41"

... in 6 colors

PRICE: \$3.50 a single copy; \$3.00 each for two or more copies

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

"NUMBER 1 SALES FORCE" IN SOUTH FLORIDA

... 2nd NATIONALLY IN ADVERTISING

RANK	1955	1956	1957	'57 LINAGE GAIN LOSS
1 st	LOS ANGELES TIMES	LOS ANGELES TIMES	LOS ANGELES TIMES	746,808
2 nd	MILWAUKEE JOURNAL	MILWAUKEE JOURNAL	Miami Herald	plus 1,252,199
3"	CHICAGO TRIBUNE	CHICAGO TRIBUNE	MILWAUKEE JOURNAL	minus 2,717,662
4 th	NEW YORK TIMES	Miami Herald	NEW YORK TIMES	minus 1,726,061
5 th	Miami Herald	NEW YORK TIMES	CHICAGO TRIBUNE	minus 3,297,764

FLORIDA GOLD COAST — 12TH LARGEST RETAIL MARKET IN THE NATION — CAN BE SOLD AT ONE LOW COST THROUGH . . .

- A dynamic market of 1,350,000 people UP by almost 650,000 since 1950.
- Growing by 6,500 new permanent residents a month . . . plus a bonus of a quarter of a million tourists per week the year-round.
- \$2¼-billion in sales in 1957 UP 32% in just two years.
- Greater Miami is FIRST in sales per family among the 25 U.S. top "Billion Dollar Plus" markets.
- THE HERALD alone covers 91% of Miami newspaper homes . . . has exclusive penetration of 7 to 1. It belongs in your advertising schedules this year.

The Miami Herald

FOR YOUR FREE COPY OF MIAMI'S 1958 "TOP TEN BRANDS" . . .

write The Miami Herald, or ask the man from STORY, BROOKS & FINLEY, Inc.



WDBO on the air 1924—FIRST IN RADIO
WDBO-TV on the air 1954—FIRST IN TV
CBS Affiliation—FIRST ON RADIO and TV

WDBO 580 Kc • 5000 WATTS • CBS WDBO-FM 92.3 Mc • 25,000 WATTS • CBS WDBO-TV Ch. 6 • 100,000 WATTS • CBS

UALITY STATION-QUALITY MARKET

FLORIDA'S 4th MARKET
SERVING 193,200 Radio Homes
REACHING 199,000 TV Homes

CHERRY BROADCASTING Co.

Natl. Rep.: John Blair & Co. and Blair Television Associates, Inc. Southeastern: Harry Cummings

FLORIDA	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957					rk origina, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Totai Retail Sales (\$000)	% ef U.S.A.	Per Hsid, Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (8000)	Apparel (\$000)	Furn House- Appl. (3000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (8000)	Drugs (\$000)
Flaglar		3,441	.0018	2,847	.0020	74	67	716	683	53	56		302	916	277	271
Franklin		4,708	.0023	3,139	.0022	73	77	1,500	867	383	150	63	519	573	373	188
Gadedem		25,480	.0127	3,033	.0140	57	82	6,139	726	2,670	1,278	1,347	5,371	2,840	3,348	795
Quincy		12,314	.0062		.0045	96	132	3,576	420	757	868	900	2,257	1,242	677	404
Glichrist		2,787	.0014	4,595	.0011	09	88	854	89	58	***		722	218	216	***
Glades		1,761	.0000	2,516	.0011	85	53	696	36	209			***	587	91	39
Gulf		8,031	.0040	2.974	.0042	74	70	2,623	418	330	469	514	1,763	810	447	279
Hamilton		5,797	.0029	2,635	.0030	59	57	1,927	240	680	84	200	456	1,096	574	177
Hardee		13,545	.0068	3,994	.0057	80	96	3,073	870	1.057	363	471	3,594	1,387	1,231	378
Hondry		12,409	.0062	6.927	.0043	108	155	2,579	952	818	138	203	3,170	1,713	2,278	296
Hernande		10,307	.0002	4,189	.0043	86	104	2,349	478	483		131	3,198		585	331
Highlands		24,783	.0124	5,054	.0094	96	129	6,542	1,003	828	1,138	1,478	6,632	3,033	1.895	741
Hillaberough	148	453,764		4,397	.1944	95	111	105,767	35,340	55,630	25,132	34,107	100,409	31,787	23,734	17,56
▲Tampa	110	413,323			.1589	107	139	93,448	82,750	52,929	23,409	22,278	95,374	27,894	21,450	16,625
Plant City		24,082			.0088	100	141	7,417	782	1,019	1,681	1,562	4,745	2,060	1,825	826
Helmes		7,084	1		.0039	86	80	2,516		400	540	255	1,813		393	238
Indian River,		30,351	.0152	5,961	.0105	108	152	8,841	2,738	1,588	1,348	1,637	5,284	3,550	2,593	1,131
Vero Beach		26,516	.0132		.0071	154	287	5,802	2,201	1,118	1,182	1,595	5,284	2,813	2,536	1,001
Jackson,		27,613	.0138	3,211	.0133	64	88	8,473	903	3,400	1,253	1,213	7,195	2,339	2,763	674
Marianna		17,480	.0067		.0049	123	218	3,584	561	1,334	1,039	978	5,666	863	1,846	560
Jofferson		8,814		2,330	.0031	86	81	1,435	104	421	288	469	1,206	784	633	157
Lafayetto		2,051	.0010	2,930	.0012	67	56	434	27	107	39	51	502	215	150	70
Lake		89,207	.0296	4,290	.0248	91	108	15,188	3,435	3,421	2,634	2,361	13,395	5,638	4,848	1,986
Leesburg		24,740	.0124		.0074	128	214	4,910	1,120	1,510	1,210	900	7,963	1,421	1,888	656
Lee		69,322	.0346	6,135	.0239	119	189	18,610	4,274	7,869	3,647	3,287	13,567	5,422	7,418	2,45
Fort Myers		80,890	,0004		.0178	187	236	13,608	3,299	6,352	3,478	3,207	13,314	4,514	6,816	2,027
Leon		81,643	.0408	5,234	.0355	96	110	15,731	4,784	5,802	8,100	3,091	15,400	9,326	10,853	1,791
△Tallahannee		78,010			.0284	118	163	15,161	4,265		8,100	3,500	15,460			1,790
Lovy		12,160			.0045	78	107	2,330			212		3,823	2,498		301
Liberty		2,273	.0011	3,788	.0010	71	79	1,241	15	173	4.	10	***	377	32	***
Madison		12,253				83	74	3,065			1922	906	2,387			274
Manatee		69,987				98	126	19,248			3,461	4,462	15,754			2,26
Bradenton		51,798	.0259	A.	.0153	1 131	221	13,006	1,936	4,914	3,263	3,864	13,981	3,546	3,806	1,567

SM Standard (A) and Potential (Δ) Metropolitan County Areas.

C SM, 1958.

Before using these figures read foreword, page 13.

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

The Palm Beach Post-Times Market is . . .



GROWIN

The Palm Beach Post and Times has a .

Palm Beach County because of its Fabulous Society Resorts, its great Industrial development its agriculture and Tourism is a prestige area as well as a phenomenal growth area. The Palm Beach Post and Times are the only papers that completely cover this important Florida market.

97.7% coverage!

THE PALM BEACH POST and TIMES

MORNING AND EVENING COMBINATION

WRITE - PHONE - WIRE . Post Office Box 1590 West Palm Beach, Fla. . Telephone TEmple 3-7541

REPRESENTED NATIONALLY BY JOHN H. PERRY ASSOCIATES

FLORIDA	Mo-			RET	AIL S	ALES-	SHO E	STIMA	TES, 1	957		The	"SM" s	ymbels ma by SALES	rk eriginal, MANAGEI	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% U.S.A.	Per Haid. Rotali Sales	Buying Power Index	Quality	Index of Sales Production	Food (\$000)	Eating & Drink. Places (8000)	General Mdse. (\$000)	Apparei (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stationa (8000)	Bidg, Hdwre. (\$000)	Drugs (\$000)
Marion		88,157	.0291	4,214	.0237	84	103	11,480	4,720	4,198	4,048	2,484	11,187	6,130	7,277	1,528
Ocala		41,774	.0200		.0119	128	225	7,253	2,325	2,367	3,680	1,816	9,873	3,170	6,060	1,246
Martin		17,638	.0088	4,642	.0067	93	122	5,424	1,790	308	619	435	3,523	2,061	1,800	1,171
Monree		44,043	.0220	3,637	.0272	88	71	11,307	7,954	2,772	3,560	2,094	6,217	4,467	2,175	1,653
Key West		35,478	.0177		.0234	89	67	9,680	5,543	2,536	3,457	1,895	5,885	2,399	1,633	955
Nassau		13,301	.0086	3,411	.0066	71	71	2,231	1,459	1,170	277	353	2,656	3,293	975	206
Okaloosa	0.4	50,613	.0253	4,082	.0265	82	78	10,090	4,656	3,018	2,233	2,448	17,467	5,083	2,948	1,330
Okeechobes		6,110	.0031	8,002	.0023	86	118	1,780	358	187	142	478	1,778	721	73	97
Orange	104	314,800	.1572	4,777	.1310	104	125	63,736	19,610	48,577	19,573	17,434	67,163	26,274	23,736	9,436
▲Orlando		240,371	.1201	1	.0714	148	249	37,851	13,180	46,216	18,126	14,975	61,261	11,983	15,620	6,007
Winter Park		23,666	.0118		.0113	110	124	7,580	1,754	404	746	1,456	405	7,311	1,305	1,133
Ozosola		20,282	.0101	4,133	.0077	91	119	5,830	1,861	782	1,275	1,865	3,501	2,882	743	022
Palm Beach	150	302,193	.1510	8,302	.1159	110	144	85,723	26,448	20,376	27,620	24,152	59,300	22,782	17,271	10,187
E ▲West Palm																
Beach		153,701	.0768		.0467	137	225	30,021	9,828	14,757	10,869	14,337	41,906	8,457	8,268	5,163
Palm Beach		27,431	.0137		.0083	244	403	2,664	3,426	501	10,832	4,159	49	607	136	369
Lake Worth		23,791	.0119		.0105	105	119	9,882	2,088	725	1,794	1,614	1,484	1,886	1,753	1,105
Delray Beach		30,373	.0152		.0083	151	276	7,153	2,854	892	2,690	1,396	9,340	1,861	2,133	1,088
Pasco		29,353	.0147	3,624	.0130	83	94	7,809	2,265	2,061	1,235	2,940	4,723	3,520	2,265	947

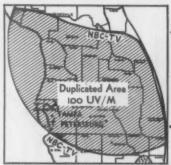
SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the *Survey*. They know the *Survey* is reliable. And they know too that the people they are talking to—advertisers and advertising agencies—rely on the same authority.



12 of the counties totally or partly within the area of NBC Duplicated Coverage new tern predominantly to Orlando and Cantral Floride for both Television and trade. These 12 counties contain approximately 120,000 TV Homes.*

WSUN-TV is Unduplicated ABC in THE REAL TAMPA - ST, PETERSBURG MARKET

VHF Penetration 88.7 UHF Penetration 88.4
TV HOMES CONVERTED 99.7% — PULSE

TV HOMES CONVERTED 99.7% — PULSE

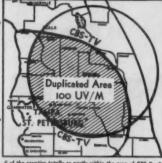
*County Set Count — Sales Management Survey of Buying Pawer. No Two-Headed People in Florida . .





Time to Take Another Look at Coverage Areas and Set Counts—





6 of the counties totally or partly within the area of CBS Duplicated Coverage now turn predominantly to Orlande and Centre Florida for both Television and trade. These 6 counties contain approximately 85,000 TV Homes.*

For this market WSUN-TV channel 38 At realistic rates

Represented Nationally by Venerd, Rinteel & McConnell, Inc.
Southeastern: James S. Aven

FLORIDA	Me-			RET	TAIL S	ALES-	SM E	STIMA	TES, 1	987		Th	e "SM" s estimates	ymbels me by SALES	rk original, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Flotali Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality	index of Sales Production	Food (3000)	Eating & Drink. Places (\$000)	General Mdse. (3000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$900)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Pinellas	148	453,768	.2287	4,812	.1795	115	145	90,762	38,472	71,934	28,008	19,855	84,711	31,012	42,188	15,89
▲St. Petersburg		306,993	.1534		.1144	124	168	83,792	22,491	63,814	19,866	12,054	85,732	19,320	28,342	10,22
Clearwater		80,300	.0446		.0298	135	203	19,137	8,955	5,754	4,984	8,207	24,449	5,224	10,673	3,34
Polk	226	192,702	.0002	4,006		88	96	49,807	9,118	13,615	11,879	11,002	44,183	17,031	13,870	5,96
△Lakeland		88,228	.0441		.0311	123	174	20,193	3,257	9,583	6,873	5,148	21,899	8,578	5,229	2,55
Winter Haven		84,183	.0171		.0120	114	163	7,543	1,797	1,274	2,722	3,551	10,111	2,253	3,214	94
Bartow		20,302	.0101		.0051	105	131	6,484	729	711	835	1,153	5,307	1,944	1,802	50
Putnam		34,112	.0171	3,749		81	89	8,156	2,032	1,930	1,525	1,872	7,618	2,920	1,288	1,01
Palatka		28,078	.0140		.0092	107	163	5,809	1,218	1,753	1,430	1,755	6,897	3,196	1,007	1,59
St. Jehne		28,467	.0142	3,080	.0184	82	78	0,639	3,184	998	1,539	1,307	8,788	3,534	1,510	1,28
St. Augustine		24,527	.0128		.0106	96	113	5,511	2,396	837	1,456	1,307	6,027	3,123	1,230	1,23
St. Lucie		81,557	.0257	6,138	.0187	108	144	13,189	3,474	2,494	3,010	2,877	14,508	3,569	3,501	1,55
Fort Pierce		49,655	.0248		.0164	116	178	12,853	3,100	2,478	3,010	2,977	14,379	3,510	3,145	1,55
Santa Rosa		23,079	.0116	3,979	.0101	74	85	7,872	1,998	328	1,043	1,541	4,358	3,066	1,158	50
Sarasota		118,954	.0594	6,759	.0393	128	190	27,137	11,561	5,141	8,714	8,518	25,575	8,280	11,585	4,89
△Sarasota		101,425	.0507		.0302	145	244	22,529	8,660	4,777	8,248	7,835	23,817	6,637	8,403	3,91
Seminole		31,810		2,973	.0186	78	73	9,251	1,478	1,800	1,356	1,866	6,530	2,973	1,473	1,27
Sanford		25,298	.0126		.0104	91	111	7,752	902	1,684	1,356	1,630	4,811	3,134	1,182	90
Sumter		8,106	.8045	3,141	.0045	73	73	2,402	490	710	110	145	1,321	1,142	439	33
Suwannee		15,446	.0078	4,085	.0084	72	88	2,854	464	887	874	492	3,587	1,662	1,998	470
Taylor		10,788	.0053	2,997	.0084	68	88	3,153	1,061	506	278	219	2,094	2,011	455	24
Union		2,807	.0018	3,219	.0019	41	33	879	101	486		133	271	671	155	6
Volusia	200	183,218	.0765	4,587	.0619	104	128	32,452	17,880	13,579	9,945	9,620	26,878	15,148	10,412	7,43
△Daytona Beach		87,000	.0438		.0307	122	174	15,640	9,977	10,284	7,894	5,729	16,903	6,553	5,211	4,19
De Land		22,606	.0113		.0073	128	198	5,707	1,015	1,440	1,023	2,235	5,513	3,030	1,494	770
Wakulla		1,774	.0009	1,478	.0018	88	33	897	214	263	***	000		286	100	**
Walton		15,973	,0000	4,317	.0083	73	93	2,991	838	1,091	389	818	5,210	1,885	1,008	91
Washington		5,845	.0030	2,165	.0036	58	48	1,634	202	488	505	328	561	777	422	38
Total Above Cities		4,570,608	2.2836		1.5307	128	192	959,280	349,231	480,679	380,747	288,353	1,073,973	291,945	287,184	158,94
State Total		5,802,150	2.9435	4.836	2.4501	102	122	1,366,422	498,413	548, 531	417,066	337,532	1,247,397	460,222	403,838	200,53
METRO. AREAS				RET	AIL S	ALES-	SM) E	STIMA	TES, 1	987						
△Daytona Beach	200	153,215	.0785	4,587	.0619	104	120	32,452	17,560	13,579	9,945	9,620	28,878	15,148	10,412	7,43
△Fort Lauderdale	210	377,292	.1884	5,140	.1531	111	137	85,064	41,200	28,247	33,825	26,794	76,012	24,390	22,863	15,08
Jacksonville	68	578,989	.2882	4,890	.2471	102	119	144,168	34,708	54,919	38,761	30,838	148,880	38,349	28,208	20,234
△Lakeland	228	192,702	.0962	4,006	.0879	80	98	49,807	9,118	13,615	11,879	11,602	44,183	17,031	13,870	5,96
Mlami	90	1,470,987	.7348	5,977	.5820	128	188	333,880	158,970	131,667	138,268	89,346	291,515	94,966	96,409	84.813
Orlando	104	314,800	.1572	4,777	.1310	104	126	63,736	19,610	48,577	19,573	17,434	67,163	28,274	23,735	9.43
△ Pensacola	253	197,434	.0988	4,501	.0881	92	105	80,535	13,497	18,382	14,888	11,930	48,551	14,055	8,762	5.93
△Sarasota	268	118,954	.0694	6,750	.0393	128	190	27,137	11,581	8,141	8,714	8,518	25,575	8,289	11,585	4,89
△ Taliahassee	271	81,643	.0408	5,234	.0355	96	110	15,731	4,784	5,802	8,100	3,001	15,400	9,326	10,853	1,79
Tamos-		21,210		-,		-		10,101	11.00	0,000	0,130	0,001	101100	4,020	10,000	1,70
St. Petersburg	148	907.532	.4534	4,596	.3730	104	126	198,829	73,812	127.884	51,740	43,962	185,180	63,669	65,922	33,463
West Palm Beach	150	302,193	.1510	5,302	.1158	110	144	65,723	26,448	20,376	27,620	24,152	39,360	22,782	17,271	10,18
Total Above Areas		4,683,741	0.000	5,147	4 4444	109	133	1.084,741	411,363	467,849	359,310	277 ,887	988,786	332,200	309,910	100,26



The Data and Ads Go Together

A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.

GEORGI	A	- 1					ware, Dist Carolina,													al exci
		us.)		NUM	BER OF		3		N	JMBER	OF	OUTLE	rs							
City Cou	nty	Pop. (thous,	Total Outlets Food	Eat. & Drink.	Mdss. Asparel	F-H-A Auto.	Gas Sta.	Drugs		City	C	County	Pop. (thous.)	Total Outlets	Eat. &	Gen'l. Mdee.	Apparel	Aute.	Gas Sta.	Parent D
Albany. Dought Americus. Sumter Athens. Clarke Atlanta. Fulton Richm Balnbridge Decatu Brunswick. Glynn. Carrollton. Carroll Carteraville. Bartow Cedartown. Pelk. College Park. Fulton Columbus. Musco Cordele. Crisp. Dalton. Whitfi	orty	48.7 13.1 37.0 500.2 4 100.3 1 9.6 25.4 11.8 9.3 11.1 19.1 101.1 10.7 19.0 26.0 9.2	494 11 185 4 385 8 337 91 ,070 27 143 3 276 6 203 5 188 3 114 4 289 38 171 4 297 9 297 9 286 5 188 3	3 55 9 15 6 45 1 743 7 174 9 8 7 39 9 21 3 15 2 11 2 5 5 5 1 13 8 11 3 24 6 28 6 13	34 51 9 28 38 28 38 86 88 13 13 10 22 17 15 10 15 12 5 1006 106 106 106 106 11 13 23 43 18 16 11	38 3 14 1 25 3 244 19 65 7 5 25 2 2 13 11 10 1 4 84 7 8 1 19 3 21 1 9 3 1	0 54 24 2 23 16 2 39 12 4 467 147 6 15 111 2 24 7 9 23 12 7 18 8 9 16 10 10 11 14 7 2 108 24 1 28 107 7 48 23 3 18 7	14 6 13 216 28 9 13 8 5 7 8 45 7 10 10 8	G G G I M M M M M N N S S S S T T T	tzgeraka ainesvii riffin a Grang acon arietta iiiledger ioultrie awannah atesber hemasti homasvi ftem aidosta	1. Ban ile Hall Spase Cobl Cobl Cold Gow Fley L Chai Build Upst L Chai Trr. Low	Hill	9.5 17.1 15.6 27.3 86.3 42.1 12.1 14.9 12.5 36.1 137.4 6.8 7.2 19.9 8.8	135 317 290 355 1,016 288 158 250 179 488 1,391 100 225 249 188 361	40 1 93 2 78 3 20 3 800 13 69 2 55 1 79 2 55 2 31 7 702 19 45 1 65 2 76 2 50 1 99 4	7 11 2 21 9 33 7 34 9 96 9 21 8 13 3 21 2 14 7 31 3 96 1 18 6 18 2 20 7 8 1 20	7 26 26 23 67 22 9 16 23 45 102 8 28 19 18 37	4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	20 30 38 42 115 45 13 22 20 62 168 18 28 27 23 33	8 12 14 8 33 7 7 9 9 14 30 11 8 13 11 10
DublinLauren East PointFulten		15.0	225 6 182 4		24 10 14 4	18 1		1			ntWar		22.7	300	86 2 19	7 21	25 13	6 10		17
				OPULAT STIMAT	ION ES, 1/1/	58	EF BL	FECTIVE	E NCOME	_ 6	SM ES	TIMATE	S, 1987							
COLUMN	Me- tro-				Con-									Income	Break	lown of	House	holds		
CITIES	poli- tan Area	Tetal (thou- sands)	% of U.S.A.	House- holds (thou- sands)	Spend- ing Unita (thous.)	Urban Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	80-2,4 % Haids.	0/2	2,500-3,96 % % Isids. inc	1 %	00-6,90 % fs. Inc	1 %	00-0,00 % fs. Inc	1 %	000&ov
Appling		13.	1 .0078	3.0	3.3	3.2	9,796	.0033	748	3,265	2,925	53.0	27.4	26.6 29.1	18.	6 30.	6 2.	9 8.	2 .	9 4.1
Atkinson Bacon		8.	-	1.7		2.5	5,533 7,388							27.7 32.1 26.9 29.1						2 5.1
BakerBaldwinMilledgevilleBarks		5. 35. 12. 5.	4 .0206 1 .0071	1.1 5.0 3.3 1.4	7.4	26.9	3,386 25.456 16,200 3,000	.0088	719 1,339	4,548	3,430 3,412	41.6	7.2 : 17.1 :	26.2 32.1 24.9 22.1 22.8 20.0 28.5 35.1	25.	2 37.0 0 37.0	0 5. 4 6.	9 13. 5 14.	2 2.	4 10.3
Barrow		12.		27.3			12,838							8.1 27.		5 37.1				
Cartersville		9.		7.0		9.3	29,207 13,854							28.5 24.1 27.3 19.1				-		
Ben Hill		14.		3.8			13,918 11,198			3,662				7.2 25.0 7.3 25.0						
Berrien		12.		3.0		3.2	11,130	.0037	884	3,712	3,307	44.6 2	00.1	8.7 29.3	20.	7 33.5	4.	2 10.1	1.	8 8.1
Macon		137.		39.6		111.0	205,422 140,449	1	60000					8.6 17.1 5.4 17.4		0 38.1	-			
Bleckley		8.		2.1	2.3	3.1	8,889			3,280				8.5 31.0						
Brantley		8.4	.0038	1.4	1.4		4,500	.0015	703	3,214	3,121	46.5 2	2.7 2	9.7 31.7	20.	4 35.4	2.	8 6.1		8 3.3
Brooks		15.1		3.6	1.0		13,008 5,350			100		52.8 2 45.0 2		5.9 27.4 9.7 30.1		3 28.1 8 34.1				
Bulloch		22.	.0131	5.6	6.5	8.9	19,878	.0088	883	3,550	3,830	84.1 2	8.7 2	4.1 25.1	18.	5 28.6	3.	4 9.1	1.1	9.4
Statesboro		6.1	.0040	2.0	2.1		7,872	.0027	1,141	3,936	3,660	43.8 1	8.0 2	8.9 34.0	21.	2 30.9	4.	7 10.4	3.	4 16.7
Burke		8.1		5.4 2.2	8.2 2.5	4.1	16,534 8,140			3,062		63.5 3 46.1 2		1.9 27.4 5.5 25.8		7 23.6				
Calhoun		7.1	.0046	2.0	2.4		8,718	.0023	850	3,358	2,788	61.0 3	3.3 2	1.5 25.7	13.	28.3	2.	6.6	1.1	7.8
Camden		8.6 7.6	.0050	2.4	2.6		9,586 6,384	.0032	1,115	3,994 3,536	3,655	41.6 1 53.8 2	7.0 2	5.0 22.2 4.2 25.7	25.	37.8	4.	10.8	2.7	12.5
Carrell		31.1		8.5	9.4	11.8	31,945		1,001		3,394	42.1 1		9.1 27.8		35.8				7.9
Carrollton		11.8	.0069	3.7	3.7		14,364	.0048	1,217	3,882	3,789	37.4 1	5.0 3	0.6 28.7	24.	35.1	4.1	10.8	2.0	19.7
Catoosa		17.2		4.5	1.2	2.4	20,262 4,783		1,178	4,503	4,276	24.5	5.6 2	9.2 22.4	35.	44.9	7.1	14.7	2.1	9.4

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SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 23.

SAVANNAH REWARDS MEN OF VISION

Though Savannah is fully aware of its fame for gracious living amid surroundings of azaleas and flowering magnolias, there are other and more compelling attractions in the minds of men who seek new combinations of growth factors vital to their futures. Savannah's industrial progress has been both solid and impressive during the past 20 years—more than equal,

in fact, to its productive capacity in all the 200 years preceding. Some of this growth is based on inherent manufacturing advantages. Some is due to its strategic location and port facilities. One or both, aided by the cooperative and progressive spirit of its people, may prove to be the combination best for you as a man of wisdom and energy. Write in confidence to:





		J	M PO	PULAT	ION ES, 1/1/	58	EFI BU	FECTIVE YING IN	COME	_ 0	M ES	TIMAT	ES, 11	167	The	"SM" estima	symb	ols mar	rk orig	inal, ex AGEME	clu- NT.
COUNTIES	Mo- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	wn of H	leuseho	lds		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2, % Halds.	%	\$2,500 % Halds.	%	\$4,000 % Haids	%	\$7,000 % Haida	76	\$10,000 % Haids.	%
Chatham	133	174.1	.1013	51.2	59.9	149.1	281,094	.0875	1,500	5,099	4,355	28.4	9.3	25.7	18.4	32.5	38.1	8.8	15.6	4.6	18.6
▲Savannah		137.4	.0798	41.1	47.8		209,865	.0703	1,527	5,106	4,385	28.1	9.3	25.9	18.4	32.5	37.9	8.9	15.7	4.6	18.8
I Chattahoochee	32	48.2	.0280	1.8	44.9		103,203	.0346		57,335	2,295	30.0	6.0	25.0	11.0	30.0	21.5	10.0	36.2	5.0	25.3
Chatteega		21.8	.0127	5.4	6.5	7.2	25,785	.0087	1,182	4,771	3,931	27.2	9.9	28.8	22.7	34.0	44.0	7.7	15.1	2.3	8.3
Cherokee		20.6	.0119	5.2	5.8		20,463		993	3,935	3,476	38.0	16.2	30.2	28.0	25.8	39.1	4.5	10.4	1.5	6.3
Clarke		42.1	.0245	11.2	16.8	37.0	63,175			5,641	3,757	38.5	13.6	20.0	15.3	28.9	38.2	7.8	14.7	4.8	20,2
Athens		37.0	.0216	9.7	16.1		00,437	.0203			3,750	37.0	12.5	18.4	13.5	30.8	37.0	8.8	15.6	5.2	21.4
Clay		4.9	.0029	1.3	1.3	1	3,964	.0013	809	3,049	2,954	55.6	28.8	25.3	28.5	14.3	26.3	3.4	9.4	1.4	7.0
Clayton	8	30.7	.0178	8.1	9.6	8.8	45,677	.0154	1,488	5,639	4,712	16.8	5.0	24.5	18.1	43.2	45.8	11.3	18.1	4.2	15.0
Clinch		5.8	.0034	1.8	1.7		6,508	.0021	1,122	4,337	3,628	44.4	17.8	27.0	23.4	19.5	27.7	15.8	18.8	4.1	20.1
Cobb	8	95.8	.0557	28.0	28.5	44.4	135,049	.0453				21.1	6.6	26.0	17.6	38.2	42.1	10.3	17.1	4.4	16.0
Marietta		42.1	.0244	11.9	13.7		68,119	.0228		5,724		17.4	8.0	24.5	18.3	40.7	41.6	12.0	18.6	5.4	19.8
Coffee		26.5	.0154	6.1	7.8	9.2	22,708	.0080	895	3,887	3,100	48.8	23.1	25.5	28.4	20.4	34.3	3.9	9.9	1.4	8.1
Douglas	1111	9.2			1		11,095					43.3	18.4	25.4	23.5	24.0	36.3	5.0	11.4	2.4	10.4
Colquitt		36.5					37,482				3,591	40.0	16.5	29.2		23.4	34.3	4.7	10.4	2.7	12.5
Moultrie		14.9	.0086	4.4	5.0		19,508					35.1	13.2	30.0		25.9	34.7	5.5	11.2	3.5	16.2
Columbia		8.9	.0052	2.2	2.2		8,565	.0029				38.4	15.6	29.7	26.2	23.9	34.4	5.4	11.8	2.6	12.0
Cook		11.5	.0067	2.0	3.0	2.7	9,966	.0033	867	3,437	3.257	46.6	21.7	29.8	30.2	18.4	30.5	3.3	8.3	1.9	0.3
Coweta		29.4	.0171	7.8	7.8	12.5	28,271	.0095	962		3,505	40.1	17.2	31.5	20.1	22.6	34.5	3.6	8.4	2.2	10.8
Newnan		12.5	.0073	3.8	3.9		15,100	.0051	1,209	4,317	3,778	36.0	14.0	30.9	26.0	25.0		4.8	10.0	3.3	15.4
Crawford		5.2	.0030	1.5	1.3		4,438	.0015	853	3,698	3,181	51.8	24.3	27.8	27.8	15.4	25.6	2.4	6.1	2.9	16.5
Crisp		17.5	.0102	4.8	5.0	10.7	16,750	.0058	957	3,490	3,316	40.3	22.6	25.5	25.3	18.9	30.8	4.0	9.8	2.3	11.
Cordele		10.7	.0062	3.5	3.5		12,376	.0041	1,157	3,536	3,517	47.2	20.6	25.7	24.3	20.0	31.0	4.4	10.4	2.7	13.
Dade		8.7	.0050	1.7	2.1		7,280	.0024	833	4,261	3,341	42.1	18.1	24.4	22.9	28.9	41.3	5.1	11.9	1.5	5.
Dawson		2.9	.0017	.7	.8		2,021	.0007	887	2,886	2,487	87.4	41.8	20.8	28.1	9.6	21.1	1.3	4.3	.9	4.
Decatur		28.7	.0167	7.7	8.5	9.6	28,861	.0007	1,000	3,74	3,382	44.1	19.5	27.2	26.2	22.4	35.2	4.4	10.3	1.9	8.
Bainbridge		9.6	.0056	2.9	3.4		13,171	.0044	1,372	4,541	3,868	34.8	13.0	26.0			38.8	7.1	14.4	3.0	12.
De Kalb	8	190.7	.1106	55.8	84.2	123.6	396,947	.1331	2,081	7,114	6,176	13.9	3.2	17.6	8.7	40.5	32.9	16.7	20.5	11.3	34.
Decatur		26.9	.0157	8.2	9.1		59,940	.0201	2,228	7,310	6,556	16.0	8.5	17.4	8.3	35.9	27.9	17.5	20.6	13.2	39.
Podes		15.4	.008	3.6	4.3	3.1	13,160	.0044	981	3,481	3,029	E1 8	25.5	26.8	90.0	17 6	30.8	0.7	7.1	1.	7
Dedge		10.4	.0000	3.0	4.4	0.1	10,101	.0044	901	3,481	0,000	01.5	20.0	8.03	29.0	17.0	30.8	2.7	7.1	1.5	7.
Dooly		12.1					9,471	100000	1			59.8	33.0	23.8	28.6	13.2	25.0	1.0	5.7	1.3	6.
Dougherty	170	58.2				1	83,313					31.9	10.6	24.3				7.00		777	
△Albany		46.7					68,257			1		31.8	10.6	25.2						1000	
Douglas		12.7	.0074	3.1	3.2	3.6	11,621	.0039	916	3,751	3,554	40.8	17.4	27.3	25.2	25.1	38.0	4.9	11.1	1.9	8.
Early		16.2	.000	4.0	4.1	3.1	13,515	.0045	834	3,379	3,105	53.8	28.2	23.8	26.1	16.8	20.3	3.5	9.2	2.0	10.
Echols		2.4					. 1,973			-		51.6	28,4	23.8		21.4	38.8	3.0	8.3	.2	2
Effingham		8,8	.005	2.5	2.4		7,870	.0026	872	3,486	3,075	80.9	24.8	25.0	26.6	18.7	32.5	4.2	11.0	1.2	6.
Elbert		16.8	.000	4.1	4.7	8.2	16,931	.0057	1,000	3,93	3,596	41.8	17.4	26.3	23.8	24.1	35.8	5.3	11.8	2.5	11.
Emanuel		16.7	.009	4.1	4.1	3.7	14,574	.0048	871	3,470	2,938	53.9	27.5								
Evans		5.8	.0034	1.4	1.4		4,381	.0018	741	3,094	2,890	54.3	28.6	28.9	31.0	18.1	28.6	2.4	8.7	1.1	8.
Fannin		14.4	.008	3.1	3.1		14,160	.0047	1	4,04	3,590	1			25.1		41.0			1.7	

Military personnel at Fort Benning are not included in per family estimates unless living off the post. 2 Atlanta is in both DeKalb and Fulton counties.

SM Standard (A) and Potential (\(\Delta \)) Metropolitan County Areas.

Before using these figures read foreword, page 13.

SM, 1956.

0505011		J		PULAT		38	BU	FECTIVI	COME	_ (M ES	TIMAT	ES, 19	967		e estim				inal, e AGEMI	
COUNTIES	Mo- tro- poil-			House-	Con-	Urban					Income			Inc	come B	reakde	vn of H	louseho	ilds		
(continued)	tan Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (theu- sands)	Net Dollars (000)	% of U.S.A.	Per Gapita	Par Hiski.	Per C. S. U.	\$0-2 % Helds	E	\$2,500 % Halda	-3,990 % . Inc.	\$4,000 % Halds	-6,900 % Inc.	\$7,000 % Halds	%	\$10,000 % Halda	96
Fayette		7.7	.0044	1.9	2.0		7,648	.0028	993	4,024	3,646	40.3	16.5	27.0	23.9	24.5	35.6	8.7	12.6		11.4
Rome		69.9 36.1	.0407	18.7	21.6	39.3	93,851	.0315	7.00		4,345	28.6	8.6	25.5	18.5	33.0	38.9	8.5	15.1		18.0
Avoide		30.1	.0210	11.0	12.4		56,831	.0191	1,574	5,166	4,554	27.1	8.6	25.4	17.6	33.3	37.7	9.0	15.4	5.2	20.7
Forsyth		10.7	.0062	2.7	2.8		7,288	.0024	681	2,000	2,885	63.1	37.0	24.1	31.4	10.6	22.7	1.6	5.3	.6	2.7
FranklinFulton		12.3 540.0	.0072	3.1	3.4	400 0	10,007	.0034	814	The second second	2,901	54.0	28.2	26.8	30.5	15.4	28.8	2.7	7.6	1.1	5.2
I≜Atlanta		509.2	.3161	157.9 148.5	199.1	491.3	1,009,371 968,486	.3384	1,839		5,068	19.6	4.9	23.8	13.7	38.3	34.6	12.3	17.7	8.2	28.7
East Point		34.7	.0202	10.0	11.6		66,728	.0224			5,708	13.7	3.4	10.2	10.3	41.0	36.6	16.3	21.5	8.9	28.2
College Park		19.1	.0111	5.3	6.4		37,244	.0125	1,950	7,027	5,808	6.0	1.4	17.3	8.9	50.8	42.3	18.4	23.4	8.0	24.0
Gilmer		9.3	.0055	2.2	2.2		6,291	.0021	676	2,860	2,843	53.1	28.7	29.8	34.9	14.5	27.8	2.0	8.7	.8	2.9
Glascock		2.8	.0016	.0	.8		1,788	.0008	631	2,943	2,883	62.6	37.4	25.4	33.0	10.5	22.4	.8	2.7	.8	4.5
Glynn		40.3	.0234	11.1	13.1		55,489	.0188		4,997	4,224	28.1	9.5	27.2	20.1	32.8	39.5	7.8	14.2	4.1	16.7
Brunswick		25.4	.0148	7.1	8.7		36,853	.0123	1,481	5,191	4,208	27.0	9.0	27.6	20.0	83.1	39.3	8.1	14.6	4.2	17.1
Gerden		18.1	.0105	4.7	4.8	3.1	15,634	.0052	884	3,326	3,217	44.8	21.1	30.9	31.9	20.4	34.3	3.0	7.8	1.1	5.1
Grady		18.0	.0105	4.6	5.0		15,961	.0054	387	3,470	3,179	00.00	22.6	28.5	29.3	19.0	32.1	* 3.3	8.4	1.6	7.0
Greene		11.7	.0088	2.9	2.9	2.8	9,532	.0032	815	3,287	3,283	48.8	21.8	27.8	28.2	20.7	34.4	3.5	8.8	1.4	6.8
Gwinnett		32.7	.0190	8.5	9.1	6.9	34,200	.0115	1,048	4,824	3,736	35.0	14.4	28.2	24.7	28.0	39.9	5.9	12.6	2.0	8.4
Habersham		16.8	.0098	4.2	5.1		16,567	.0055	986	3,942	3,217	42.0	19.2	29.6	29.2	23.8	38.6	3.6	8.9	1.0	4.1
Hall		45.2	.0263	12.0	13.3	17.1	52,752	.0177	1,167	4,396	3,941	33.8	12.6	28.1	22.9	28.8	38.4	8.2	12.4		13.7
Gainesville		17.1	.0099	8.0	8.0		24,985	.0084	1,461	4,997	4,183	30.9	10.6	26.8	19.9	80.8	37.6	7.0	13.0	4.5	18.9
Hancock	1	9.2	.0083	2.1	2.1		5,725	.0019	622	2,726	2,815	62.3	36.6	23.9	30.8	11.8	24.0	1.4	4.3	.9	4.0
Haralson		14.6	.0085	3.7	4.1	2.9	14,978	.0050	1,026	4,048	3,622	38.1	15.6	27.8	24.6	28.5	38.5	5.9	12.9	2.0	8.4
Harris		10.7	.0062	2.7	2.7		9,008	.0031	850	3,370	3,319	48.6	22.4	27.3	27.5	18.6	30.4	3.2	7.9	2.3	11.8
Hart		12.9	.0078	3.2	3.0	2.7	11,228	.0038	870	3,589	3,057	49.5	24.3	28.0	27.7	20.4	35.5	3.1	8.1	1.0	4.4
Heard		6.0	.0038	1.5	1.5		4,485	.0014	744	2,877	2,828	84.4	20.4	28.3	33.3	14.5	27.8	2.0	5.8	.8	3.7
Henry		15.7	.0091	3.8	3.8		12,588	.0043	882	3,313	3,300	47.5	22.1	25.4	25.7	21.7	35.8	4.0	9.9	1.4	6.8
Houston	88	28.9	.0168	7.8	8.8	16.5	36,477	.0122	1,262	4,884	4,144	28.3	9.8	24.2	18.4	35.5	43.8	9.0	16.8	3.0	11.2
Irwin		10.5	.0061	2.3	2.6	2.4	8,673	.0029	826		3,323		21.9	26.1	25.5	18.4	29.3	3.8	9.1	2.7	
Jacksen		17.3	.0101	4.3	4.8	3.1	15,908	.0033	919	3,009	3,277	43.7	10.9	29.5	29.3	21.3	34.4	4.0	9.8	1.5	6.6
Jasper		6.5	.0038	1.6	1.7	-	5,684	.0019	874	3,553	3,172	53.1	25.1	23.5	24.2	17.5	29.4	3.6	9.2	2.3	12,1
Jeff Davis		9.4	.0088	2.4	2.4	2.8	7,572	.0028	808	3,155	3,634	50.6	25.5	29.7	32.4	16.2	28.9	2.0	5.5	1.5	7.7
Jefferson		18.9	.0008	4.2	4.7		13,604	.0045	805	3,239	2,882	55.5	29.2	28.4	29.0	15.5	28.9	2.3	6.5	1.3	6.4
Jankins		9.1	.0063	2.3	2.6	3.1	7,688	.0028	842	2,333	2,935	57.6	29.6	22.7	25.5	14.7	28.8	3.3	9.0	1.7	9.1
Johnson		8.4	.0040	2.2	2.3	0.1	6,442	.0022	787	1,928	2,685		34.9	23.9	29.4	12.1	24.5	1.8	8.6	1.0	
Jones		6,8	.0037	1.8	1.6		8,720	.0019	880		3,419	47.8		27.0	28.1	18.0	28.4	4.8	11.8	2.6	
Lamas			0055				11 100	8007	1 100	4 889	2 222	***	10.0	00 4					14.0		13.0
Lamar		4.0	.0055	1.3	2.8 1.3	3.9	11,188 4,038	.0037	1,190	4,862 3,105	3,939	32.7 53.3	12.0	28.7	30.7	14.9	39.2 27.0	7.4	14.8	1.6	8.5
Laurens		30.5	.0178	7.7	8.7	15.0	28,256	.0088	861	3,410	3,013	52.9	26.4	24.9	27.1	17.4	30.8	3.5	9.4	1.3	8.1
Dublin		15.0	.0087	4.4	5.1		16,922	.0057	1,128	3,846	3,288	46.6	21.0	25.4	24.8	21.3	34.1	4.9	11.8	1.8	8.3
Lee		5.7	.0033	1.4	1.4		3,996	.0013	701	2,884	2,748	60.2	33.5	23.7	28.8	12.9	25.4	2.1	6.2	1.1	6.1
Liberty		9.0	.0082	2.2			6,820	.0022	724	2,964	2,980	52.1	27.0	28.4	31.9	18.4	30.2	2.1	6.0	1.0	
Lincoln		5.5	.0032	1.3	1.5		4,711	.0016	857	3,824	2,905	50.3	25.0	26.8	29.0	18.6	32.9	3.3	8.8	1.0	4.1
Long		3.7	.0022	.9	1.0		2,991	.0010	808	3,323	2,840	55.8	29.7	25.7	29.6	15.0	28.3	2.4	7.0	1.1	5.4
Lowndes		48.4	.0281	13.1			86,022	.0188		15000	3,749	39.8	18.6	28.0	22.1	24.0	34.7	6.1	12.8		14.8
Valdosta		33.1	.0193	9.5			44,068	.0147		4,639	3,828	38.1	14.3	25.4	20.7		34.7	6.7	18.5		16.8
Lumpkin		7.0	.0041	1.5	2.2		6,450	.0022	921	4,360	2,840	58.9	30.3	19.7	21.9	16.7	30.8	2.9	8.1	1.8	9.1
McDuffie		11.8	.0068	3.0	3.4	3.7	12,091	.0040	1,025	4,030	3,407	42.8	18.5	25.2	23.1	23.1	34.8	8.4	12.3	2.5	11.0
McIntosh		8.5	.0038	1.6			5,418		834		3,284	53.8			25.8		23.5	3.7	9.2	2.9	16.4
Macon		12.6	.0073	3.1	3.6	2.7	10,172	.0034	807	3,281	2,819	89.4	31.8	21.8	25.5	14.6	27.9	2.9	8.5	1.3	6.1
Madison		10.7	.0003	2.6	2.9		8,930	.0030	835	3,435	2,900	50.8	25.3	28.3	30.9	17.5	31.2	2,4	6.5	1.3	6.1
Marion		8.3		1.4			4,111	.0014	053		2,744	59.3	33.0	25.6		12.1	24.0	1.8	5.3	1.2	
Meriwether		20.1	.0117	5.1		1	18,374		984	3,799	3,490	44.4	19.1		23.5	22.8	34.8	5.4	12.5		10.1
Miller		8.1	.0047	2.0	2.2		6,824	.0023	940	3,412	2,975		27.4	95.0	28.3	15.8	27.8	2.9	7.7	1.7	8.1
Miller		21.5		5.2			18,784		874	2000		2000	23.5	1	26.6	18.8	30.8	4.1	10.4	2.0	
Monres		9.0	.0058				10,825			4,330			17.8	24.4			38.8	5.3			12.1
							2 000	case	-	9 400			91 -		90.0	10.0	94.5	1			
Montgomery Mergen		10.0	.0040	1.6			8,004			3,128		67.7 63.4	31.3 25.5	25.8			24.9	2.8	7.4	2.8	14.
		10.5					8,911			3,584						19.5		3.2	8.3	1.2	8.

Careful reading of the explanatory introduction, starting on page 13, will help you make the most profitable use of the Survey of Buying Power data.

NUMBER



IN INCREASED VALUE ADDED BY MANUFACTURE

Atlanta through the past 9 years has shown a gain of 183.3%, third in the United States. In total value added Atlanta has risen from 40th place to 26th place since 1947.

NUMBER



IN ADDED MANUFACTURING PAYROLLS

... a factor that means a busy city, a fast growing market, and mighty willing workers. In total payrolls Atlanta has moved up from 44th to 25th place.

NUMBER



IN NEW LARGE PLANTS

... an index of industry's recognition that Atlanta is the key point for production as well as Distribution City of the South.

Atlanta's place in the Nation's economy was pinned down in 1837 when a surveyor drove a stake where now all Southeastern transport now centers . . . railroads, airlines, motor carriers have all cleared through Atlanta for years. And now the great new US Superhighway system confirms it again . . . Atlanta is strategic!

We would like to offer you, without any obligation whatever, the services of our Industrial Bureau, since 1925 highly skilled in appraising your needs in terms of Atlanta's assets. Whether you plan a sales office, a warehouse stock, a branch organization, or a branch plant, the appraisal will be honest, sincere and thorough.

INDUSTRIAL BUREAU ATLANTA CHAMBER OF COMMERCE

1819 Volunteer Building, Atlanta 3, Ga.



Write for this interesting little data book. It's free, of course. ATLANTA
Distribution Center of the South

You should know . . .

THE MARKET



53 County Coverage Area

TV HOMES				٠						190,400
POPULATION	4	v						à	ū	1,215,400
FAMILIES .			,							299,900
EBI				0	,					\$1,387,543,000
DETAIL SALE	23									S 854 193 000

THE METRO AREA

COLUMBUS, GEORGIA

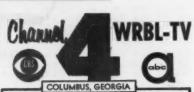
TOP 50 OF ALL 262 METRO AREAS IN PERCENTAGE OF GROWTH IN

- . POPULATION
- . EFFECTIVE BUYING INCOME
- . RETAIL SALES

Source: Sales Management Marketing on the Move, Nov. 10, 1957

THE STATION

HOLLINGBERY COMPANY



LEADS IN 380 OUT OF 419 QUARTER HOURS-TIED 5

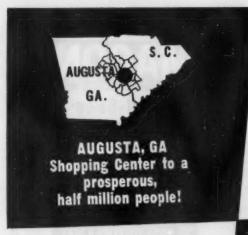
Source: Metro Pulse, Jan. 1958

0500014		0		PULAT		58	EFI BU	FECTIVI	COME	_ (ES ES	TIMAT	ES, 10	167	The	e estima	' symb	SALES	rk erig	pinal, e: AGEME	kelu- ENT.
COUNTIES	tro- poli-			House-	Con- sumer	Urban					Income			inc	ome B	reakdov	wn of H	fouseho	ide		
(continued)	tan Area	(thou- sands)	U.S.A.	holds (thou- aands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Deliars (000)	of U.S.A.	Per Capita	Per Haid.	Per C. S. U.	\$0-2 % Halda.	,499 % Inc.	\$2,500 % Helds.	%	\$4,000 Holds.	%	\$7,000 Halda	%	\$10,000 % Halda.	%
Muscogoe	32	155.1	.0002	41.4	87.8	116.9	283,122	.0083	1,096	6,356	4,550	20.5	5.9	23.3	14.6	38.9	39.7	10.9	18.8	8.4	23.0
▲Columbus		101.1	.0588	28.6	34.1		160,598	.0539	1,589	5,615	4,699	23.5	7.1	25.3	16.4	35.5	37.8	9.7	15.7	6.0	23.0
Newton		20.0	.0116	5.0	5.8	8.5	22,889	.0076	1,143	4,574	3,877	29.6	11.1	30.5	24.8	31.7	42.0	5.5	10.9	2.7	11.2
Oconee		8.7	.0039	1.6	1.7		5,290	.0018	790	3,306	3,019	51.4	25.7	28.1	30.6	16.3	29.0	2.8	7.8	1.4	7.1
Oglethorpe		8.4	.0048	2.1	2.3		6,700	.0023	806	3,223	2,923	54.1	28.1	25.1	28.3	16.8	31.0	3.0	8.2	1.0	4.4
Paulding		10.6	.0062	2.7	2.7		8,503	.0028	802	3,140	3,115	48.6	23.9	27.6	29.8	19.6	34.3	3.3	8.6	.9	3.6
Peach		11.8	.0068	3.0	4.0	6.9	13,360	.0045	1,132	4,453	3,333	47.4	20.3	23.3	21.6	21.1	32.0	5.3	12.2	2.9	13.9
Pickens		8.3	.0049	2.1	2.2		7,454	.0025	888	3,550	3,303	40.7	18.6	32.2	32.1	22.9	37.1	3.1	7.8	1.1	4.6
Pierce		10.0	.0058	2.4	2.4		8,022	.0027	802	3,343	3,252	48.1	22.6	27.6	28.1	18.3	30.6	4.3	10.8	1.7	7.9
Pike		7.5	.0043	1.8	2.0		6,139	.0020	819	3,411	3,087	50.9	25.1	26.3	28.2	18.4	32.2	3.1	8.2	1.3	6.3
Polk		32.1	.0187	8.2	8.8	14.7	33,465	.0113	1,043	4,081	3,784	31.7	12.5	31.6	27.3	29.5	41.4	5.3	11.3	1.0	7.5
Cedartown		11.1	.0064	3.2	3.3		14,037	.0047	1,265	4,387	4,185	25.9	9.3	31.3	24.6	33.3	42.5	7.0	13.5	3.5	10.1
Pulaski	1	7.7	.0045	2.0	2.2	3.0	7,288	.0024	946	3,644		40.1	22.7	23.6	23.9	20.4	23.5	5.2	12.8	1.7	7.1
Putnam		6.7	.0039	1.6	1.7	2.5	6,158	.0021	919	3,849	3,505	43.0	18.3	26.2	24.4	23.9	36.2	4.8	10.6	2.3	10.5
Quitman		2.9	.0016	.7	.7		2,051	.0007	707	2,930	2,922	54.4	28.6	27.2	31.0	15.4	28.8	1.7	4.8	1.3	6.8
Rabun	1	7.1	.0042				5,802	.0019	826	3,448		55.2	28.7	23.9	27.1	16.9	31.3	2.9	8.0	1.1	4.9
Randolph		11.6	.0067	2.8	3.4	3.4	10,278	.0035	886	3,671	2,954	56.3	28.3	24.2	26.6	13.9	24.8	3.5	9.5	2.1	10.8
Richmond	10	186.6	.0000	44.5	00.3	132.1	256,396	.0859	1,530	5,762	4,249	26.0	8.2	24.9	17.1	34.3	38.6	9.8	16.7	5.0	19.4
▲Augusta		100.3	.0583	28.7	34.7		148,633	.0498	1,482	8,170	4,273	28.4	9.4	26.7	19.2	31.6	37.2	8.7	15.5	4.6	18.7
Rockdala		8.8	.0082	2.2	2.3		8,748	.0030	983	3,975	3,728	36.7	14.8	31.0	27.2	24.8	35.1	8.3	11.5	2.5	11.4
Schley		3.2	.0018	.0	.0		2,562	.0008	801	3,203	3,000	50.5	25.8	27.5	30.3	17.9	32.2	3.3	8.8	.8	3.1
Screven		18.4	.0000	4.1	4.1	2.7	11,285	.0038	688	2,752	2,713	80.5	34.2	24.2	29.7	12.3	24.7	20.2	6.2	1.0	6.2
Seminele		7.6	.0044	1.0			6,862	.0023	903	3,612		49.2	22.2	27.3	26.7	17.5	28.1	3.2	7.8	2.8	15.2
Spalding		32.3		8.8			44,494	.0140				23.6	7.7	27.4	10.4	38.1	41.7	9.0	15.7	3.9	15.5
Griffin		15.6	.0001	4.5	5.1		23,974	.0081	1,537	5,328	4,613	23.7	7.4	27.8	18.6	33.9	37.5	9.7	16.3	8.3	20.3
Stephens		18.7	.0100	4.9	1000		21,503		1,150			32.7	12.5	27.6	22.9	30.9	41.8	6.8	13.3	2.3	9.5
Stewart		8.2	.0048	2.1	2.2		6,247	.0021	762	2,978	2,790	1 80.8	33.1	23.1	27.4	12.4	24.0	2.1	6.3	1.6	9.2

SM Standard (A) and Potential (A) Metropolitan County Areas.

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Before using these figures read foreword, page 13.



FOR MORE PROFITABLE RESULTS CO-ORDINATE YOUR ADVERTISING AND MERCHANDISING THROUGH THE ONLY MEDIA THAT GIVES YOU COMPLETE COVERAGE IN THIS RICH MARKET AREA.

THE SOUTH'S BLUE RIBBON MARKET

The Augusta, Georgia trade area forms a balanced, self-contained market . . . a market with high potentials derived from a prosperous economy which includes new industrial payrolls, increased manufacturing, and above-the-average farm payrolls. Augusta, Georgia, hub of this rich market, is getting bigger all the time!

AUGUSTA,	GEORGIA MA	RKET DATA
1	Metro. Area	Trade Area
Population	265,600	500,600
Consumer Income	\$361,346,000	\$542,005,000
Retail Sales	\$222,485,000	\$359,803,000

Source: Sales Management Survey of Buying Power, 1958

The Augusta Chronicle _ WRDW-RADIO. 1480 AUGUSTA HERALD

WRDW-TV, Ch. 12

Represented nationally by — THE BRANHAM COMPANY

DEADOU		0		PULAT		58	EF BU	FECTIVE	COME	- 0	M ES	TIMAT	TES, 19	957	The	e "SM" e estima				ginal, o AGEMI	
GEORGIA COUNTIES CITIES	Me- tre- poli- ten	Total	%	House-	Con- sumer Spend-	Urban Pop.	Net	67	Per	Per	income Per			Inc	come B	reakdov	wn of H	louseko	ids		
(centinued)	Area	(theu- sands)	U.S.A.	(thau- sands)	ing Units (thous.)	(thou- sands)	Dollars (000)	0f U.S.A.	Capita		C. S. U.	\$0-2 % Halds.	%,499 // Inc.	\$2,500 % Halda.	-3,999 % Inc.	\$4,000 % Halds.	-6,999 % Inc.	\$7,000 % Halda	% inc.	\$10,00 % Haids.	%
Sumter		23.0	.0134	6.2	7.1	13.1	29,785	.0080	1,034	3,836	3,348	48.5	21.5	23.4	22.6	20.8	32.8	4.9	11.6	2.4	11.5
Americus		13:1	.0076	4.0	4.4		16,373	10055	1,250	4,093	3,643	42.7	17.3	24.3	21.6	24.1	34.7	6.0	13.1	2.9	13.3
Talbot		7.1	.0041	1.8	1.8	.1	5,295	.0018	748	2,942	2,938	55.1	28.8	27.4	31.2	13.7	25.5	2.2	6.1	1.6	8.4
Taliaferre		3.8	.0022	.9	1.0		2,866	.0009	754	3,184	2,863	55.0	20.1	25.2	28.1	16.0	30.1	3.1	8.9	.7	2.8
Tattnall		14.3	.0083	3.4	3.7		10,563	.0036	739	3,107	2,843	53.3	28.5	28.5	33.1	15.6	29.7	2.0	5.8	.6	2.9
Tayler		8.1	.0047	2.1	2.3		8,439	.0021	795	3,066	2,800	56.8	30.9	24.8	20.3	15.4	29.7	2.3	6.7	.7	3.4
Teifair		11.0	.0064	2.6	3.2		9,964	.0034	908	3,832	3,112	51.8	24.5	25.5	26.3	17.3	29.2	3.1	7.9	2.3	12.1
Terrell		12.2	.0071	2.9	3.5	3.8	10,573	.0035	867	3,646	3,020	55.6	27.4	22.7	24.2	16.0	28.1	3.7	9.9	2.0	10.4
Thomas	1	34.4	.0200	9.2	10.3	19.9	36,705	.0123	1,067	3,990	3,847	41.9	17.5	27.5	25.1	23.1	34.4	4.9	11.0	2.6	12.0
Thomasville		19.9	.0116	5.7	6.8		25,219	.0084	1,267	4,424	3,679	38.3	15.0	27.4	23.5	25.5	35.6	5.7	12.1	3.1	13.8
TIR		25.7	.0150	6.6	7.8	11.0	26,997	.0091	1,050	4,090	3,511	41.9	17.5	27.6	25.2	23.2	34.4	4.7	10.6	2.8	12.3
Tifton		8.5	.0049	2.6	2.9		11,780	.0040	1,386	4,531	4,008	34.3	12.5	27.2	21.7	28.2	36.3	6.7	13.2	3.6	16.0
Teambs		17.2	.0100	4.2	4.9	8.7	15,912	.0053	925	3,780		49.5	22.6	25.8	25.8	18.5	30.1	3.8	9.2	2.4	12.3
Towns		4.0	.0023	1.0	1.1		2,856	.0010	714	2,856	2,431	67.6	43.1	21.9	30.4	8.7	19.7	1.4	4.8	.4	2.0
Treutien		5.6	.0032	1.4	1.5		4,402	.0015	786	3,144	2,806	55.8	30.3	27.7	32.6	13.4	25.8	1.9	5.4	1.1	5.1
Troup		52.8	.0307			35.8	70,023	.0234	1,326	4,897	4,420	28.4	8.8	28.0	20.1	32.5	38.4	9.0	16.1	4.1	16.0
La Grange		27.3	.0159	7.5	8.4		38,996	.0130	1,428	5,199	4,618	23.2	7.3	27.5	18.8	34.5	38.6	10.2	17.3	4.6	18.0
Landt (Ala.)		13.5	.0078	3.1			19,693	.0066	1,459	6,353		1									
West Point		4.8	.0028		1.6		6,916	10000				28.8	9.5	28.4	20.4	29.4	34.5	8.3	14.7	5.1	20.9
Turner		10.3	.0060	2.5	2.8	2.9	9,452	.0032	918	3,781	3,268	50.2	22.8	25.8	25.2	17.8	28.7	3.7	9.1	2.7	14.2
Twiggs		7.3	.0043	1.7	1.8		5,708	.0019	782	3,358	3,067	46.6	23.0	31.2	33.3	18.6	32.6	2.7	7.2	.9	
Union		7.1	.0041	1.7	1.8		4,826	.0016	680			58.9	33.9	26.9	33.7	12.4		1.1	3.5	.7	
Unsan		26.5	.0154	7.0	7.4	13.4	31,348	.0105	1,183	4,478	4,222	26.4	9.4	29.3	22.7	34.3	43.2	7.3	13.9	2.7	10.8
Thomaston		7.2	.0042	2.0	2.2		9,714	.0032	1,349	4,857	4,409	26.8	8.9	29.6	21.7	31.4	37.2	7.7	13.7	4.5	18.8
Walker	27	43.3	.0252	11.8	12.8	14.4	56,925	.0191	1,315	4,824	4,444	25.1	8.4	29.8	21.5	33.4	39.6	7.6	13.7	4.1	16.8
Walten		19.2	.0111	4.9	5.2	4.4	17,909	.0060	933	3,655	3,398	42.5	18.8	26.4	25.4	25.7	40.5	4.2	10.1	1.2	5.2
Waro		34.1	.0199	9.0	10.4	24.8	42,863	.0144	1,257	4,763	4,083	31.4	11.1	28.3	20.3	31.5	30.6	7.2	13.7	3.6	15.3
Waycross		22.7	.0132	6.5	7.7		32,827	.0110	1,440	5,050	4,253	28.6	9.6	25.6	18.7	33.7	40.2	7.9	14.2	4.2	17.3
Warren		8.1	.0047	2.0	2.2		6,467	.0022	798	3,234	2,877	54.8	28.8	28.2	30.2	15.1	28.2	2.8	7.9	1.1	4.5
Washington		18,4	.0107	4.6	4.9	3.9	14,030	.0047	763	3,050	2,830	57.1	30.8	25.1	29.4	14.2	27.1	2.5	7.1	1.1	5.0
Wayne		14.2	400000	1			12,950		. 912	-6		44.4			27.0	21.3	33.4	3.9	9.2	2.2	10.5
Webster		4.1		1			2,504		611			65.6		1000		7.9	15.1	2.5	7.2	2.8	17.
Wheeler		5.8	.0034	1.4	1.4		4,480	.0018	772	3,200	3,122	53.4	28.1	27.1	28.9	14.8	25.7	2.4	6.4	2.3	12.5
White		5.7	110000	1			3,848		1			62.5						1			
Whitfield		39.2		1	1		47,493	1		1		25.7	9.2					8.2			
Dalton		19.0			6.1	1 1	26,977	1	1,420			22.7	7.5					7.8			
Wilcox		8.3			2.3		6,698					54.3		-							
Wilkes	1	10.9	.0064	2.7	3.0	3.3	9,380	.0032	861	3,477	3,061	1 54.5	26.7	24.6	26.2	15.7	27.4	3.1	8.2	2.1	11.

O SN. 1968.

Before using these figures read foreword, page 13.

MACON GEORGIA \$79,000,000

Largest Payroll in State!

THE HOME OF ROBINS AIR FORCE BASE EMPLOYING OVER

18,000

THE MACON TELEGRAPH & NEWS

The MACON MARKET

POPULATION 488,700
RETAIL SALES \$376,823.000
FOOD SALES 95,217,000
AUTOMOTIVE SALES 61,126,000
PUGS 12,402.000

EFFECTIVE BUYING
INCOME \$531.688,000
Source: 1956 Sales Management
28 County RTZ

THE MACON TELEGRAPH & NEWS

MACON

Retail Sales \$146,791,000

EVERYDAY IS PAY-DAY IN MACON.

ADVERTISE WHÈRE PEOPLE MAKE GOOD MONEY AND SPEND IT!

THE MACON TELEGRAPH & NEWS

0500014	1		SH		PULAT		/58		EFF	ECTIVI	COME	_ 6	SM)	ESTI	MATES,	1987				ols mar y SALES			
COUNTIES	Me- tro- poli-				House-		Urban						Inco			in	come B	reakdow	n of h	louseho	lds		
(continued)	Area	Toi (the	43-	of S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dolla (000)	rs	of U.S.A.	Per Capita	Per Hsld.	Pa C. S.	U.	80-2,499 % % slets. In	96	0-3,990 % s. Inc.	\$4,000 % Haids.	%	\$7,000 % Hs!ds.	%	\$10,000 % Halda	%
Wilkinson Wurth				0010	2.2 4.2				492 310	.0028	987 813	3,860 3,407	3,3).5 18. 7.3 29.				37.3 25.3	4.0	9.6 7.3	1.3	5.4 11.8
Total Above Cities.		1,52	3.2	.8856	442.9	537.6		2,509,	967	.8416	1,648	5,667	4,6	169 21	3.0 7.	5 24.4	16.0	34.0	36.3	10.4	16.7	6.2	23.5
State Total		3,78	8.3 2	2084	996.1	1,207.9	1,909.6	4,935.	458	1.6548	1,299	4,955	4,0	186 3	3.6 11	7 25.3	19.2	28.9	35.8	7.8	14.6	4.4	18.7
1	0	CMS	POPUL	ATIO	N , 1/1/58	1	SM	E. B. I. ESTIM	ATES	, 1957				(SM	POPUL/ ESTIM/	ATION ITES, 1,	/1/58	1	SH	E. B.	I.	1957
METRO. AREAS	Total (thou- sands)	% of U.S.A.	House hold (thou- sands	Spe	ner Ur end- P ig (th its sai	rban lop. hou- nds)	Net Dollars (\$000)	of U.S.A.	Per Cap- ita	Per H'se- hold		METRO		Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urbai Pop. (thou sands		Net Dollars (\$000)	of U.S.A	Per Cap- ita	Per H'se- hold
△Albany	58.2 866.2 285.6	.0338	16. 247. 71.	8 30		46.7 668.1 1	83,313 ,587,044 361,436	.5322	1,832	5,175 26,405 5,001		n		166. 174.	1000	47.1 51.2	54.7			241,899 261,094		1 1,458	
Columbus	247.3	.1438	54.			145.9	409,854				Total	Above	Areas	1.777.	1.0336	487.4	639.5	1,291	.8 2	,944,640	.987	3 1,656	6,042

€ SM, 1958.

Before using these figures read foreword, page 13.

in MACON, GA. the heart of the fabulous Southeast!

Industrial development is on the march in Middle Georgia, which has been the Vanguard of the notable growth which has taken place in the South during the past 3 decades.

MACON AREA DEVELOPMENT COMMISSION

For information on your specific needs contact R. Douglas Feagin, Exec. Secty. P.O. Box 288 — Macon, Georgia

TOP SELLING TEAM

in one of the Nation's Top Ten Sales Markets*

WSAV - Radio

"Savannah's Most Powerful Voice"

WSAV - Television

"Clearly . . . Savannah's Preferred-Channel Station"

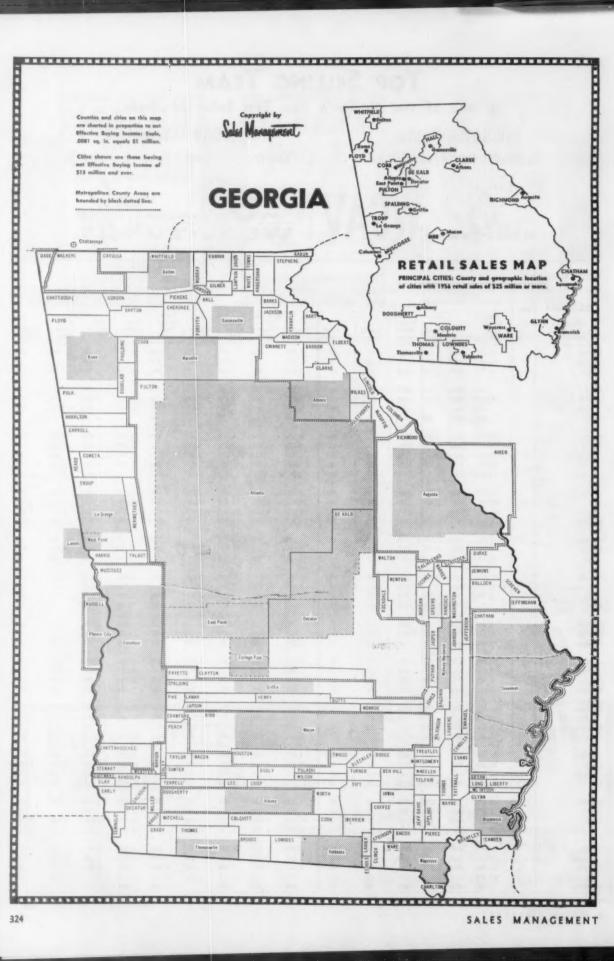




GEORGIA	Mo-			RET	TAIL S	ALES-	S/AD E	STIMA	TES, 1	957		sive	estimates	by SALES	rk original MANAGE	MENT.
COUNTIES CITIES (continued)	tre- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$800)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$900)	Drugs (\$000)
Appling		10,213	.0050	3,404	.0046	61	06	1,939	159	887	284	249	3,686	1,132	790	334
Atkinson		2,172	.0011	1,278	.0021	50	26	659	87	244	24	109		458	177	81
Bacon		8,303	.0042	3,774	.0035	70	84	1,939	284	426	91	382	2,793	792	492	374
Baker		843	.0003	585	.0013	43	10	251	11	72			***	36		21
Baldwin		16,520	.0082	2,950	.0108	52	40	4,800	684	2.074	579	587	3,737	1,664	948	614
Milledgeville		15,410	.0077		.0064	90	108	4,437	617	1,767	579	587	8,576	1,565	948	613
Banks		466		333	.0014	42	9	344	***	37	***	30		37	***	
Barrow		14,457	.8072	4.252	.0058	77	96	3,854	274	1,442	334	1.035	3.282	1.080	1.377	430
Bartow		19,015	1,000	2,718	.0109	66	59	5,755	1,040	1,889	1,083	1,125	3,818	1,482	1,179	692
Cartersville		14,798		-1.10	.0057	106	187	4,036	555	956	1,048	1,066	3,528	1,108	910	574
Ben Hill		12,299	.0061	3,237	.0059	72	74	2,833	340	833	534	393	2,789	1,487	1,531	301
Fitsgerald		11,642	7 5 5 5 5	0,20	.0047	85	105	2,577	340	833	498	392	2,621	1,441	1,419	301
Berrian		12,479	.0063	4,160	.0052	71	86	5,683	291	204	220	179	1.824	1,492	839	374
Berrien	88	146,791	.0733	3,707	.0724	91	92	33,843	7,678	21,915	11,088	6,999	29,351	12,161	7,624	5,282
▲Macon	-00	139,786		3,707	.0545	109	139	31,701	6,609	21,808	11,088	6,955	28,471	10,737	6,697	5,010
Bleckley		6,783		3,230	.0031	86	72	1,727	150	444	254	221	1,693	1,007	532	261
		0.000	0010	1 004	0010			1 014	004					-		99
Brantley		2,525	.0012	1,804	.0019	50 60	32 55	1,014	281	200	414	54	2 010	690	93	278
Brooks		9,860		2,739	.0088	61	53	2,349 1,149	320 223	877 178	414	321	3,219	514 1,045	1,037	54
Bryan		3,000	.0019	2,111	.0022	- 01	93	1,140	223	1/0	***	***	204	1,040	00	0.0
Bulloch		17,186		3,060	.0085	65	66	3,766	1,110	1,788	638	829	2,940	2,630	1,467	618
Statesboro		13,684	.0068		.0042	105	170	2,859	659	1,497	594	781	2,742	1,819	1,157	532
Burke		9,176	.0046	1,699	.0066	54	37	2,345	207	911	571	588	2,046	714	813	212
Butts		8,717	.0028	2,599	.0032	63	55	1,509	168	823	100	198	1,433	649	417	88
Calhoun		4,267	.0022	2,134	.0028	61	48	783	23	642	77	136	866	450	804	295
Camden		3,965	.0019	1,652	.0031	62	38	926	215	579	48	107	677	499	378	152
Candler		5,499	.0028	3,055	.0027	86	68	1,221	69	91	278	84	1,696	238	859	144
Carroll		25,055	.0125	2,948	.0128	69	68	5,251	605	3,228	1,712	1,508	6,828	1,874	1,982	748
Carrollton		17,011	.0085		.0063	91	123	3,364	484	1,107	1,413	1,145	5,258	1,116	1,622	515
Catoosa		9,923	.0050	2,205	.0069	60	50	3,026	510	820	208	312	2,150	1,564	458	527
Charlton		4,930	.0024	4,482	.0021	81	92	1,018	629	241	272	207	1,168	855	242	216
Chatham	133	193,509	.0967	3,779	.0930	92	95	45,825	12,944	24,080	16,196	12,115	37,629	17,069	7,724	6,236
▲Savannah		183,334			.0786	98	115	42,314	11,527	23,737	16,196	11,725	37,261	14,693	7,367	5,771
Chattahoochee	32	2,638		1,466	.0233	83	5	333		1,523	558			224	.,	
Chattoopa		14,502	.0073	2,686	.0001	72	57	3,048	286	2,608	786	281	3,885	1,715	692	450
Cherokee		20,190	.0101	3,883	.0088	74	85	5,315	421	1,681	137	588	2,716	921	302	386
Clarke		52,975		4,730	.0234	96	108	10,632	3,284	5.021	2,860	3,067	12,058	5,963	3.058	1,955
Athens		50,153			.0220	102	116	10,101	2,966	4,969	2,860	3,057	11,813	4,630	2,975	1,955
Clay		2,073		1,595	.0016	55	38	278	117	90	82	68	496	328	344	92
Clayton	8	12,379	.0061	1,528	.0130	73	34	5.306	755	690	167	198	044	0.050	1 101	288
Clinch	0	3,673		2,449	.0023	68	86	786	100	362	41	171	1.099		1,104	121
	8	80,889		3,110	.0460	83	73	24,448	5,043	6,170	4,550					
Cobb		50,299		3,110	.0238	98	103	13,868	3,208	3,737	3,721	5,444 3,719	14,012 11,874		4,908 1,547	3,010 2,048
.001		10 000	0000	9 000	0004			0.000								
Coffee		16,020		2,626	.0094	61	82	3,075	477	1,307	686	528	4,655		1,147	884
Douglas		13,441	.0067	2 000	.0050	93	194	2,210	442	1,248	696	528	4,685			534
Colquitt		28,168		3,029	.0147	18	86	8,057	829	2,139	1,158	1,535	6,888		2,408	1,054
Moultrie		22,992	.0115	000			134	6,732	698	1,674	1,134	1,507	5,900			983
Celumbia		1,896	.0010	862	.0028	54	19	859	25	289	***	24	248	428		***

SM Standard (A) and Potential (A) Metropolitan County Areas. © SM, 1958.

Before using these figures read foreword, page 13.





family coverage of Atlanta where one-third of Georgia's retail sales are made.



family coverage of Atlanta and Retail Trading Zone where 54.6% of retail sales are made



family coverage of all of Georgia and her \$31/2 billion retail sales.

Mass movement of goods in Georgia demands major advertising effort in **Atlanta Newspapers**

No advertising medium in the South enables you to concentrate so heavily on an entire state as The Atlanta Journal and Constitution does with its dominating coverage of the Georgia market. Few in the nation do.

State-wide readership of remarkable intensity gets your sales message into homes where per capita income is on a rise. Georgia's rate of increase in per capita income during the past quarter of a century is second in the nation. Since 1947 it shows a 58% gain.

Metropolitan Atlanta population now over **Largest Circulation** in the South

901,500

456,460 daily 509,979 Sunday

The Atlanta Lournal Covers Dixie Like the Dew

The South's Standard Newspaper

Chart Sources: ABC Audit, 12 mos. ending Sept. 30, 1957; Sales Management Survey of Buying Power, 5/10/58; "Metropolitan Planning Comm. official estimate, 8/1/57

Represented by Kelly-Smith Co.

	POPULATION	% of STATE	FAMILIES	% of STATE	COMBINED	% Family COVERAGE	SUNDAY	% Family COVERAGE	RETAIL SALES	% of STATE	NET EFFECTIVE BUYING INCOME	% of STATE
ATLANTA 4-County Metro- politan Area	901,500*	23.7*	271,319*	27.2*	276,452	99.0	227,799	84.0	\$1,233,398,000	34.6	\$1,587,044,000	32.5
RTL. TRADING ZONE and METRO. ATLANTA (60-County Area)	1,782,500	46.9	482,900	48.5	375,563	77.8	351,889	72.8	\$1,949,158,000	54.6	\$2,549,102,000	51.6
GEORGIA (159 Counties)	3,798,300	100.0	996,100	100.0	445,653	44.7	471,556	47.3	\$3,567,800,000	100.0	\$4,935,458,000	100.0

In GEORGIA the Spotlight Is on

ALBANY

The State's Newest Metropolitan Area CENTER OF A

\$337,929,000

Income Market - with

\$250,939,000 Sales

Albany is the sales center for 18 counties in southwestern Georgia—your "doorway" to a market of 329,200 people who spend more than a quarter-billion dollars for retail goods.

The Albany media alone give you economical access to this fast-growing market—and unmatched penetration.

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SUNDAY

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\$4,340

Sales Per Family \$365 Above Average 2nd Highest of Ga. Metro. Markets

THE ALBANY HERALD

DAILY

National Representatives WARD-GRIFFITH CO., INC.

WALB-TV

CHANNEL 10
National Representatives
VENARD-RINTOUL & McCONNELL, INC.

GEORGIA	Me-			RET	TAIL 8	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s	ymbels ma by SALES	rk original MANAGE	, exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (8000)	Eating & Drink, Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- mative (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (8000)
Cook		8,622	.0043	2,973	.0043	64	84	1,867	214	1,063	277	803	1,094	1,410	1,089	380
Coweta		20,272	.0101	2,509	.0112	65	59	5,715	791	2,110	982	888	4,501	2,328	1,576	757
Newnan		16,891	.0084		.0065	89	115	4,305	610	1,156	982	758	4,501	2,001	1,351	670
Crawford		2,227	.0011	1,888	.0017	67	37	838	187	473	32		233	446	•••	36
Crisp		15,031	.0075	3,131	.0071	70	74	3,610	356	1,779	519	744	3,561	1,691	1,358	401
Cordele		14,476	.0072		.0055	89	116	3,301	286	1,728	519	744	3,561	1,691	1,312	322
Datie		2,984	.0015	1,755	.0026	82	30	857	67	674		146	781	346		87
Dawson		2,580	.0013	3,688	.0011	65	76	620	114	122	***	62	198	328	***	31
Decatur		17,098	.0089	2,293	.0109	65	53	4,495	527	1,610	968	651	4,043	1,600	1,737	624
Bainbridge		15,045	.0075		.0056	100	134	3,682	341	1,345	968	522	4,043	1,121	1,463	388
De Kalb		135,611	.0677	2,430	.1000	98	61	45,849	3,885	12,782	3,402	5,168	26,175	16,687	8,653	7,300
Decatur		60,885	.0304		.0223	142	194	17,612	619	5,679	1,652	1,829	20,621	4,879	2,426	2,331
Dadge		9,380	.0047	2,466	.0054	61	53	2,961	209	603	429	272	2,763	616	905	172
Deely		4,980	.0025	1,600	.0038	53	35	1,372	74	694	156	136	1,045	729	261	265
Dougherty	170	89,877	.0349	4,340	.0312	92	103	17,215	2,901	5,516	3,941	4,685	13,608	6,981	6,551	2,313
△Albany		67,153	.0335		.0209	99	124	15,668	2,426	5,488	3,941	4,685	13,376	6,871	6,551	2,117
Douglas		9,287	.0048	2,996	.0048	65	62	2,885	201	468	43	190	3,920	881	217	268
Early		7,101	.0036	1,798	.0062	55	38	1,535	150	406	149	511	1,502	1,614	794	262
Echels		170	.0001	340	.0006	43	7	38	***	88	***	***	***	44		***
Effingham		3,676	.0018	1,871	.0029	57	35	778	***	297	***	***	781	696	309	153
Elbert		13,679	.0069	3,181	.0089	70	70	3,650	418	1,171	787	551	3,658	1,219	888	595
Emanuel		14,377	.0072	3,423	.0065	67	74	2,951	434	1,732	419	395	4,403	1,437	1,296	344
Evans		7,849	.0039	5,606	.0026	76	115	1,242	450	258	181	312	2,938	886	1,050	204
Fannin		8,012		2,289	.0062	62	48	1,997	133	679	345	338	2,072	826	936	151
Fayette		4,124		2,171	.0028	64	45	1,048	106	977			746	595	153	210
Floyd		44,528	.0223	2,381	.0306	75	55	11,821	2,591	3,938	3,491	3,292	8,588	3,798	3,035	1,257
Rome		39,752	.0199		.0197	94	95	9,658	2,009	3,260	3,491	3,227	8,490	3,166	2,694	1,096
Forsyth		10,323	.0051	3,823	.0039	63	82	2,432	38	1,489		504	1,184	448	278	228

1 Atlanta is in De Kaib and Fulton counties. SM Standard (△) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 13.
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GEORGIA	Me-			RET	TAIL S	ALES-	E CAND	STIMA	TES, 1	957		sive	estimates	by SALES	rk original, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (8000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (8000)	Apparel (8000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (8000)	Drugs (\$000)
Franklin		9,015	.0045	2,908	.0045	63	63	1,705	40	972	193	885	1,996	677	892	1
Fulton	8	1,004,539	.5019	6,362	.3836	120	157	86,631	54,088	257,747	67,959	42,218	180,968	55,830	53,201	31,9
1▲Atlanta East Point		927,836	.4635		.3606	122 111	157 119	69,611 8,858	50,270 766	255,461	57,617 246	40,215	154,444 27,597	50,985 2,757	48,757	1,2
College Park		48,190 14,464	.0072		.0106	95	65	7,761	203	1,277 563	163	1,918 279	181	1,722	2,021	9
Gilmer		5,901	.0029	2,682	.0030	55	53	1,228	99	549	253	179	1,884	391	286	10
Glasesch		365 42,020	.0002	808 3,786	.0007	87	13	26 10,797	25 2,467	147 2,825	2,484	2,981	11,343	167 3,163	2,349	1,6
Brunswick		36,430	.0182	0,700	.0146	99	123	8,907	1,697	2,664	2,113	2,915	11,175	2,410	1,620	1,20
										-	-					
Gerden		14,800	.0074	3,149	.0009	66	70	3,535	426	830	888	428	4,280	1,819	959	6
Grady	111	12,909	.0065	2,806 2,173	.0068	65 57	62 46	3,774 1,248	244 74	799	268	472 295	3,249 2,016	1,092 657	1,824	2
Greene		6,302	.0031	2,1/3	.0038	91	40	1,240	14	1,016	***	299	2,010	007	201	
Gwinnett		30,961	.0155	3,642	.0142	75	82	5,713	452	3,870	916	1,134	8,877	3,410	3,964	7.
Habersham		16,643	.0063	3,963	.0072	73	85	2,789	642	1,939	538	1,652	3,338	1,162	1,507	5
Gainesville		00,708	.0348	5,809	.0245	93 161	132 326	12,108	1,401 863	4,284	3,157	3,591	17,627	3,408 2,592	2,916 2,916	1,6
Gamesvine		64,667	.0323		.0159	101	020	9,561	000	3,949	3,157	3,511	17,627	2,002	2,010	.,.
fancock		4,391	.0022	2,001	.0027	51	42	1,253	42	463	297	195	1,354	397	198	
Haralson		10,325	.0052		.0067	67	61	2,399	894	898	313	892	2,150	995	846	3
Harris		5,298	.0028	1,962	.0038	58	42	1,328	139	902	36	49	1,700	613	160	
fart		9,675	.0048	3,023	.0048	64	84	2,262	144	665	361	377	1,793	1,786	589	8
leard		2,163	.0011	1,442	.0018	51	31	610	55	684		239	1,100	405	80	
lanry		6,931	.0035		.0050	55	38	1,951	150	635	75	187	1.277	809	1,328	4
														0.000	2 204	
lousten	86	26,678 4,224	.0133	3,557 1,837	.0134	80 54	79 34	6,997 1,269	1,869	589 214	874 194	1,522	6,801	2,642 573	3,904	9 2
rwin		14,969	.0021	3,481	.0078	69	74	3,182	314	2,391	397	546	3,013	2,212	522	4
				5,151							-			-,		
asper		3,214	.0016	2,000	.0022	88	42	672	24	685	65	79	645	312	441	1
leff Davis		8,246	.0041	3,436	.0036	65	75	2,458	45	433	127	199	2,526	1,123	952	1
offerson		10,521	.0053	2,505	.0058	59	54	2,306	367	1,172	263	263	2,075	1,503	1,685	
enkins		5,645	.0028	2,454	.0032	69	53	1,507	93	127	225	323	928	942	815	2
ohnson		4,208	.0021	1,913	.0027	55	43	1,137	67	284	118	326	1,189	368	118	1
lones		2,601	.0013	1,626	.0021	67	35	586	277	261		126	***	342	667	
amar		8,360	.0042	3,483	.0012	76	76	2,784	278	323	410	460	2,229	821	211	2
anier		3,213	.0016	2,472	.0017	61	57	816	37	236	18	57	1.453	67	426	
aurens		23,038	.0115	2,982	.0114	64	65	5,373	788	2,452	1,116	1,703	6,222	2,549	920	7
Dublin		20,468	.0102		.0077	- 89	117	4,592	578	2,038	1,116	1,703	6,078	1,875	720	6
		001			0018	45		336		140		49		979	37	
.66		921 8,123	.0004	658 3,692	.0015	63	12 79	2,456	480	146 839	195	47 89	2,300	1,024	54	1
incoln		2,777	.0014	2,138	.0019	50	44	680	63	291	102	120	722	364	332	
				3.77												
.ong	1	2,272	.0011	2,524	.0013	59	50	445	449	219		150	292	509	96	1
owndes		44,928 38,197	.0225	3,430	.0217	77 88	99	8,495 7,537	1,848	3,632	3,909	3,395	12,549 9,962	3,584 2,612	2,580	1,3
.umpkin		4,209	.0191	2,806	.0026	63	51	726	50	3,342 726	50	3,165	1,447	353	147	2
		1,235		-1000		-			-		-		.,	-	-	
AcDuffie		8,363	.0042	2,788	.0046	88	62	1,726	275	772	439	764	1,832	1,192	972	2
Acintosh		3,289	.0016		.0021	55 50	42	957	229	121	21	121	1,059	469	96	2
facen		6,950	.0035	2,245	.0043	30	48	1,926	76	737	94	260	1,680	674	876	2
Aadisen		2,837	.0014	1,091	.0031	49	22	1,039	27	752	87	80	***	464	101	1
Aarion		2,367	.0012	1,691	.0018	50	33	586	15	557	40	***	728	132	169	
Acriwether		11,235	.0056	2,203	.0073	62	48	3,315	487	1,088	637	695	2,111	1,065	614	4
Alller		4 194	0000	2 062	0007	67	43	020	22	205	88	140	1 282	496	489	2
Allier		4,124 13,894	.0020	2,062	.0027	57 62	56	928 3,666	23	305 2,235	55 549	149 491	1,353 2,676	425 1,906	980	3
lonroe		8,402	.0042	3,361	.0042	72	72	1,889	174	482	211	122	1,950	2,890	412	
lontgomery		1,849	.0000	1,156	.0020	50	23	669	22	335	***	119	300	269	67	
lorgan		5,409	.0027	2,164	.0033	57	47	1,502	242	539	112	305	1,000	667	438	2
lurrayluscogee	32	4,267 157,166	.0021	1,707 3,796	.0033	54 95	34 87	1,312 35,834	9,112	22,469	12 635	10 770	931	751	107	5.0
▲Columbus	36	143,104	.0715	0,100	.0602	102	122	31,434	7,385	22,111	12,635 12,342	10,770	33,141 30,053	13,226 10,313	4,250 3,918	4,6
ewton		16,230	.0081	3,246	.0086	74	70	4,630	447	1,798	731	1,079	4,283	1,469	801	4
coneo		1,274	.0006	798	.0018	46	15	631	36	125	***		163	214	44	,
glethorpe		1,710	.0009	814	.0024	49	18	260	14	253	***	119	531	352	85	
aulding		4,162	.0020	1,541	.0033	53	32	1,211	39	429	34	186	1,238	237	440	1
eachickens		9,632	.0055	3,615 4,587	.0062	76 76	81	2,813 1,638	272 48	471 419	548 498	84	3,541 2,103	1,277 554	601 750	3
lerce		6,839	.0034	2,850	.0035	60	50	1,282	13	1,082	48	74	1,351	631	859	2
'lke		2,076	.0010	1,153	.0022	51	23	810	26	653	43	102	96	262	***	
olk		21,803	.0109	2,659	.0126	67	56	5,919	569	1,894	1,112	1,482	5,854	1,873	1,465	- 1

1. Atlanta is in both De Kalb and Fulton counties. Also it should be noted that general merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 13, under heading "Mail Order."

SM Standard (A) and Potential (\(\Delta \)) Metropolitan County Areas.

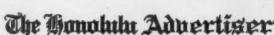
Before using these figures read foreword, page 13.

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GEORGIA	Me-				TAIL S	ALES-	SH)	STIMA	TE8, 1	957		The		ymbels ma by SALES		
COUNTIES CITIES (continued)	tro- poll- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Midse. (\$000)	Apparel (9006)	Furn House- Appl. (\$000)	Aute- motive (\$000)	Gas Stations (9000)	Lumber- Bldg. Hdwrs. (\$000)	Drugs (8000)
Pulaski Putnam		6,956 6,244	.0035	3,478 3,903	.0032	71 69	78 79	1,582 1,309	137 173	620 393	271 14	351 221	1,768 751	533 1,458	428 223	26
Quitman		338	.0002	471	.0008	50	13	84	26	49				70	82	
Habun		4,797	.0024	2,822	.0025	80	87	1,012	197	182	524	141	1,598	379	808	19
Randolph		7,034	.0035	2,512	.0041	61	82	2,074	116	544	368	296	1,712	390	795	44
Hichmond	10	164,994	.0824	3,708	.0071	90	85	41,150	11,414	24,662	10,563	9,127	35,539	11,865	6,143	4,38
▲Augusta		152,586 5,784	.0762	2,634	.0594	102	131	37,566 2,208	10,261	23,630	10,502	8,658	34,012	8,898	5,666	4,12
Schley		1,862	.0009	2,328	.0010	56	50	209	17	749 227	78	532 107	1,099 525	161 387	290	101
icreven		8,776	.0044	2,140	.0052	54	46	2,293	847	986		421	1,712	629	1,325	20
Seminale		5,458	.0027	2,873	.0028	64	61	1,201	78	241	134	311	1,745	631	713	134
Spalding		33,187 29,874	.0166	3,771	.0162	86 113	88 164	9,040 7,679	1,280	2,456	2,484	2,258	6,750	3,728	2,817	1,02
			.0130		.0100	110	101	7,078	1,000	2,010	2,101	2,200	6,180	3,100	2,380	.1,02
stephens		14,862 4,874	.0074	3.033	.0080	74	69	3,806	343	1,387	758	1,168	3,988	994	1,000	40
Sumter		19,883	.0020	2,321	.0027	56 72	82 74	1,858	22 535	300 1,400	1,706	1,024	1,468	802 2,205	1,374	78
Americus		17,777	.0069		.0000	91	117	4,938	516	021	1,705	1,024	3,897	1,945	1,346	68
Talbot		2,387	.0012	1,326	.0021	51	29	493	26	296	18	66	743	504	98	31
aliaferro		1,174	.0008	1,304	.0010	45	27	315	23	298	70	41		168	68	3
Fattnall		9,803	.0049	2,883	.0050	60	59	2,055	295	859	111	393	3,431	1,893	495	237
Taylor		4,885	.0024	2,326	.0027	57	51	763	138	1,220	110	201	1,430	135	198	120
Ferrell		8,169 11,128	.0041	3,142	.0042	66 68	64 79	2,418 3,162	248 173	739 568	215	486	1,755	1,479	316	261
		***************************************	.0000	0,001	.0040	00		3,102	170	500	808	226	3,301	904	1,051	417
Thomas		32,603	.0163	3,544	.0151	76	82	8,169	1,246	2,796	1,786	1,138	7,206	3,522	2,251	1,571
ift		27,918 19,311	.0139	2,926	.0107	92 69	120 64	6,544 5,287	1,169	2,103 895	1,674	1,138	6,611 3,941	3,023 1,011	1,972	1,369
Tifton		17,907	.0089	-,	.0057	116	182	4,355	786	823	1,449	1,422	3,903	1,665	1,573 1,572	612 573
Toombs		15,770	.0079	3,758	.0070	70	79	3,665	348	794	1,213	611	4,482	1,599	1,383	546
owns		1,647	.0008	1,647	.0012	52	35	201	68	367	22	72	478	135	165	37
reutlen		1,820	.0009	1,300	.0017	53	28	683	63	268		185	236	183	78	71
La Grange		48,039 29,287	.0240	3,359	.0250	81	78 92	11,784 8,809	2, 673 1,440	5,481 3,094	3,464 1,655	3,413 1,920	11,942 6,407	4,430 3,463	1,267	1,410
West Point (Ga.)-							-	-,	1,110	0,001	1,000	1,020	0,307	2,502	625	1,000
Lanett (Ala.) West Point		19,069 12,812	.0095		.0077	99 132	122 229	5,321 1,320	338 242	8,034 1,864	1,717	1,306	4,636	1,383	479 370	40°
Turner,		6,955	.0035	2,782	.0039	85	80	1 500	200	200	000	***	4 400			
Wiggs		822	.0004	484	.0039	44	58	1,529	208	395 260	286	144	1,430	1,114	1,240	181
Jnion		2,948	.0015	1,734	.0021	51	37	289	80	517	58	71	867	282	362	120
Jason		18,638	.0093	2,663	.0111	72	60	6,243	740	1,294	1,194	1,049	3,963	1,843	633	841
Thomaston	0.7	16,420	.0082		.0049	117	195	5,107	500	977	1,154	1,048	3,718	1,757	633	487
WalkerWalton	27	24,985 14,259	.0125	2,117	.0183	73 87	50 64	6,891	735 367	2,791 1,782	2,136	1,250	4,168	3,342 1,113	1,353	1,140
Nure		35,819	.0179	3,980	.0165	83	90	7,629	1,120	3,373	1,981					
Wayeross		34,000	.0170	0,000	.0132	100	129	7,030	934	3,133	1,981	3,320	8,228	4,078	2,873	1,364
Warren		4,221	.0021	2,111	.0027	57	45	1,040	22	202	181	284	1,668	378	228	285
Washington		10,021 17,939	.0050	2,178 5,125	.0060	56 79	110	2,938 4,508	1,305	951 876	565 850	907 535	977 4,672	1,219	1,224	744
Melaster		449	.0002	561	.0010	42	8	113	1,300	89		939	4,012	2,038	1,830	41
Wheeler		1,123	.0005	802	.0015	44	15	474	6	92	14	84		228	***	21
White		2,541 37,670	.0013	1,815 3,657	.0017	52 80	39 82	9,158	1,273	2,412	2,104	2,885	7,994	827 3,121	4,006	1,100
Dalton		34,223	.0171	0,00	.0119	108	155	8,390	1,099	1,909	2,105	2,714	7,763	2,400	4,610	1,16
Vilcox		2,194	.0011	1,045	.0024	50	23	703	31	316	13	90	312	313	27	5
Wilkes		7,925	.0040	2,935	.0041	84	63	1,981	138	850	284	263	1,895	887	1,008	276
Wilkinson		2,521 6,006	.0012	1,140	.0027	84 84	24 33	932	48 163	142 528	29	88	844	221		163
	-			1,092							239	165	1,251	961	956	23
otal Above Cities	_	2,428,139	-		.9618	109	137	522,121	115,934	415,432	158,909	133,409	519,351	171,180	129,268	80,135
state Total	- 1	3,567,800	1.7823	3,5821	1.8037	82	81	831,483	161,425	522,925	192,116	177,797	758,717	314,732	219,568	118,68
METRO, AREAS				RET	AIL S	ALES-	SH) E	STIMAT	TES, 1	957						
Albany	170	00,877	.0349	4,340	.0312	92	103	17,215	2,901	5,516		4,685	13,608		6,561	2,31
itlanta	10	1,233,398	.6161	4,977 3,134	.5516	110 81	122 72	282,234	63,771 13,487		66,078 12,416	53,028 11,919	230,810 48,162		67,866 8,979	42,55 6,80
Columbus	32	177,322	.0886	3,272	.1242	36	62	42,950	10,834	100000000000000000000000000000000000000	13,484	11,325	34,850		5,089	5,54
facon	86	173,488	.0866	3,683	.0658	50	90	40,840	9,347	22,504	11,962	8,521	36,152	14,803	11,528	6,26
	133	193,500	.0967	3,779	.030	92	95	45,825	12,944	24,069	16,196	12,115	37,629	17,069	7,724	6,23

Sales Managers
sleep tight
when they have the
blanket coverage of



(IN HAWAII'S RICHEST MARKET)

Nearly 85% of Hawaii's taxable retail dollars are spent by some 103,000 Oahu households. The nearest to 100% coverage of this buying power is possible only by using the Honolulu Advertiser and the Advertiser Shopper. Combined circulations exceed 116,000 daily and 142,000 Sunday. They carry your advertising message into more homes, at a lower cost, than any other single or combination of media in the Islands. Open rates are convincing proof that this is Hawaii's best advertising buy.

Daily Combination 116,000 circulation—38¢ per line Sunday Combination 142,000 circulation—41¢ per line

These are the lowest milline rates in all Hawaii, with blanket coverage of the prime Oahu market assured. Regular Advertiser newspaper carrier boys deliver your advertising to all Oahu households whether or not they are Advertiser subscribers. For the best results in Hawaii, use the Advertiser combination.

HAWAII'S "GOOD" MORNING NEWSPAPER

Represented nationally by the Katz Agency, Inc.

HAWAII	0	ZAD P	DPULAT BTIMAT	ION ES, 1/1/	58	EF BU	FECTIVI	COME	_ 0	M ES	TIMAT	ES, 1	967						inal, e: AGEME	
			House-	Cen-	Urban					Income			Inc	ome B	reakdo	wn of F	iouseho	lds		
COUNTIES	Total (thou- sands)	u.s.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Halds.	,499 % Inc.	\$2,500 % Halds.	-3,999 % Inc.	84,000 % Halds.	%	\$7,000 % Holds.	-9,999 % Inc.	\$10,000 % Halds.	%
Honolulu	478.9 307.5		113.3 78.0			804,220 555,369	.2896	1,879		5,206 5,946	19.2	4.7	14.4	7.6	39.0 39.6	33.7 32.0	0.00	21.6	11.0 12.6	32.5 35.6
Hawaii	66.2 28.6	.0385	18.0	19.5	9000	89,110 40,400	.0299			4.574 5.046	28.4	8.4	26.6	18.4	31.9	36.0 33.2	9.4	15.9	5.8	21.4
Maui Kauai	43.5 28.8	. 0253	515			58,389 39,597	.0196	1,342	4,786	4,786	21.0	6.6	29.6	20.3	34.9	39.0	9.5	16.0	5.0	18.1
Kalawea	.8	.0002	.1										-		0110	30.0			4.0	10.0
Total Above Cities	336.1	. 1954	84.5	101.4		595,769	. 1997	1,773	7,051	5,875	15.5	3.6	15.7	7.9	39.2	32.0	17.2	21.2	12.4	35.3
Territory Total	617.7	.3591	152.0	194.7	409.2	991,316	.3324	1,605	6,513	5,091	20.3	5.2	18.0	10.1	37.6	34.5	14.7	20.4	9.5	29.7

1 Percentages of Population and Income are based on totals for continental United States SM Standard (Δ) and Potential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 13

4-Way Index to Survey Data

A 4-way index listing all the data both alphabetically and in the order of their appearance throughout the book is provided for your convenience on pages 3, 4, 5, 7 and 9. Also included is a special index to the state county-city tables giving, for each state, the page numbers of the map; list of cities with population and number of outlets; population and Effective Buying Income tables; retail sales tables, and the state metropolitan area tables

HAWAII			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s	ymbels ma by SALES	rk eriginal, MANAGE	exclu-
COUNTIES	Tetal Retail Sales (8000)	% of U.S.A.	Per Haid, Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$990)	General Mdse. (8009)	Apparel (\$606)	Furn House- Appl. (\$800)	Auto- motive (\$600)	Gas Stations (\$990)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Hanalulu	422,663	.2111	3,730	.2538	91	76	100,370	46,588	62,168	25,518	24,292	74,990	32,821	7,041	14,294
Honolulu	356,944	.1783		.1824	102	100	86,988	41,290	50,760	23,820	22,998	61,386	25,425	6,786	13,947
Hawaii	51,855	.0259	2,881	.0304	79	67	16,018	2,715	8,176	2,385	1,732	12,445	4,715	595	773
Hilo	36,717	.0183		.0156	94	110	10,201	1,869	3,178	2,092	1,465	12,034	2,003	480	739
Maui	29,206	.0146	2,394	.0192	76	86	9,577	1,827	4,998	1,089	1,321	5,635	2,618	382	867
Kausi	19,772	.0099	2,354	.0130	78	59	5,851	1,420	4,198	502	395	5,381	1,227	54	56
Total Above Cities	393,661	.1966		.1980	101	101	97,189	43,168	53,938	25,912	24,463	73,400	28,028	7,266	14,686
Territory Total	523,496	.2615	3,444	.3164	88	73	140,616	52.250	79.540	29,494	27,740	98,451	41,381	8.052	15,793

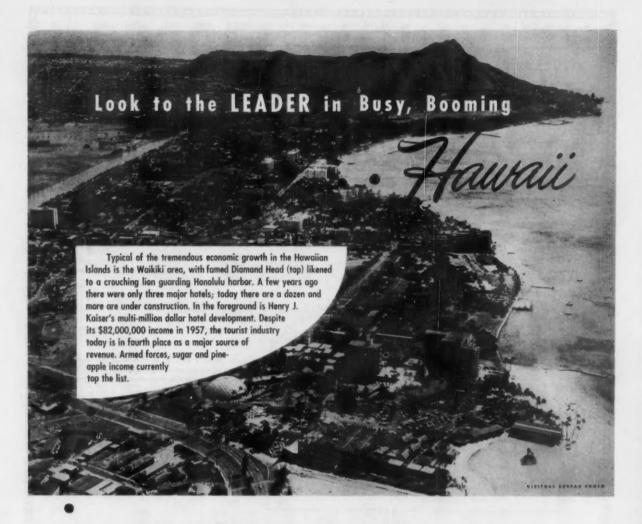
IDAHO — (Other Mountain States: Arizona, Colorado, Mentana, Nevada, New Mexico, Utah, Wyomino.)

	222	3			NUI	MBER	R OF	001	LET	8					(3)			NU	MBE	R OF	001	LET	8		
Map, pa	County	Pop. (theux.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdee.	Apperol	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs	City	County	Pop. (the	Total Outlets	Foed	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Blackfoot	Bingham	6.0	142	20	26	4	8	8	15	19	14	4	Lewiston.	Nez Perce	14.6	283	42	66	18	29	17	23	29	16	
Beise	Ada	34.4	674	97	111	70	45	45	54	87	34	14	Moscow	Latah	12.3	136	15	15	13	10	11	13	15	14	
Burley	Cassia	6.8	146	16	24	5	12	4	10	26	18	3	Nampa	Canyon	18.4	240	40	43	30	10	9	16	24	22	
Caldwell	Canyon	12.6	196	32	29	22	14	8	15	28	21	4	Pecatello.	Bannock	28.2	382	58	74	29	33	30	31	46	19	1
Coeur d'Alene	Keotenal	14.8	248	41	48	17	14	11	16	34	20	12	Twin Falls	Twin Falls	22.3	306	33	58	24	23	28	21	35	30	1
daho Falls	Bonneville	26.5	333	44	58	20	41	24	29	39	23	9	Weiser	Washington	4.1	94	16	15	4	8	4	9	10	11	

		0		OPULAT STIMAT		58	EF BU	FECTIVE YING IN	COME	- 6	SM) ES	STIMATE	ES, 19	157							
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakde	wn of H	ousoho	lds		
CITIES	Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	U.S.A.	Por Capita	Per Hold.	Per C. S. U.	80-2,4 % Halda.	%	\$2,500 % Halds.	-3,999 % Inc.	\$4,000 % Halda	76,999 % Inc.	\$7,000 % Halda	0-0,999 % . Inc.	\$10,000 Heids.	%
Ada	186	80.9	.0470	28.3	26.7	49.0	139,180	.0467	1,720	5,501	5,197	20.4	8.6	20.3	12.2	39.5	38.8	13.2	19.5	6.5	23.9
△Boise		34.4	.0200	11.5	18.1		71,402	.0239	2,076	6,209	5,423	17.7	4.5	17.7	9.6	40.9	36.6	15.5	21.0	8.3	28.3
Adams		3.0	.0018	.9	.9		4,619	.0015	1,540	5,132	4,762	24.0	7.2	21.0	13.4	40.3	42.8	9.3	15.0	5.4	21.6
Bannock		45.1	.0262	12.6	13.6	32.8	78,972	.0258	1,707	6,109	5,625	15.7	3.9	15.1	8.3	44.7	39.7	17.0	22.8	7.5	25.3
Pocatello		28.2	.0164	8.1	9.3		53,094	.0178	1,883	6,555	5,649	13.3	3.2	13.5	7.1	46.6	39.6	18.4	23.6	8.2	26.5
Bear Lake		6.5	.0038	1.7	1.7	2.0	7,779	.0026	1,197	4,576	4,468	24.0	7.9	26.1	18.8	36.8	43.2	9.9	17.5	3.2	12.6
Benewah		5.1	.0029	1.4	1.7		7,782	.0026	1,520	5,537	4,417	25.4	7.8	18.6	12.3	39.6	42.2	11.3	18.2	5.1	19.7
Bingham		28.5	.0166	7.8	7.5	8.0	38,865	.0131	1,364	5,552	5,159	17.6	4.9	22.9	13.6	40.9	40.0	12.2	18.0	8.4	23.5
Blackfoot		6.0	.0035	1.7	1.8		9,853	.0033	1,642	5,796	5,210	14.5	3.9	21.9	12.7	44.3	42.1	12.9	18.6	6.4	22.7
Blaine		5.0	.0029	1.4	1.7		7,799	.0026	1,560	5,571	4,577	19.9	5.8	19.9	12.9	43.3	45.0	12.3	19.3	4.6	17.0
Boise		1.8	.0011	.6	.6		2,395	.0008	1,331	3,992	3,840	38.5	14.3	23.4	20.2	30.7	42.8	7.7	18.2	1.7	8.5
Bonner		14.2	.0002	4.3	4.3	4.2	17,070	.9057	1,202	3,970	3,962	33.9	12.6	25.2	20.4	32.0	42.3	6.2	12.4	2.7	12.3
Banneville		37.2	.0216	10.7	10.8	26.5	60,019	.0201	1,613	5,809	5,534	18.3	4.8	21.0	12.1	41.2	36.7	12.0	17.1	7.8	27.3
Idaho Falls		26.5	.0154	8.2	8.4		46,705	.0157	1,763	5,696		18.0	4.7	20.4	11.6	41.6	38.8	12.3	17.4	7.7	27.5
Boundary		5.6	.0033	1.6	1.0		6,983	.0024	1,247	4,364	4,324	29.0	9.9	24.1	17.8	33.8	40.8	9.8	17.9	3.3	13.6
Butto		3.3	.0019	.8	.8		4,301	.0014	1,303	5,376	4,822	23.4	6.8	24.9	15.6	35.3	36.3	9.5	15.0	6.8	26.3
Camas		1.6	.0010	.3	.8	1	3,036	.0010		10,120	5,161	10.0	2.0	16.3	7.2	35.7		24.0		14.0	
Canyon	186	60.5	.0351	17.8	18.0		82,519			4,636		27.3	8.7	23.7	16.5	35.4	40.4	9.2	15.9	4.4	18.5
Nampa		18.4	.0107	5.8	6.2		28,243	.0094	1,535	4,869	4,849	26.3	8.3	21.7	14.8	37.9	42.3	9.6	16.2	4.5	18.4
Caldwell		12.6	.0073	4.0	4.6		21,477	.0072			4,874	24.9	7.2	20.3	12.7	36.5	37.4	12.0	18.6	6.3	24.1
Caribon		7.9	.0046	2.1	2.1		12,786	.0043	1,618	6,089	5,953	17.3	4.2	21.2	11.4	38.9	33.8	12.7	16.6	9.9	34.0
Cassia		14.6	.0085	3.9	4.0		18,814		100	.,,	4,862	26.3	8.2	24.5	16.5	34.6	38.3	9.5			21.1
Burley		6.8			2.1		10,577		1		4,975	23.5	6.9	22.7	14.5	37.1	38.9	11.1	17.6	5.6	
Clark		.9	.0005	.2	.2		1,273				1	10.0	2.9	28.5	16.8	47.0		13.0		3.5	
Clearwater		7.4	.0043	2.1	2.5		12,551	.0042	1,696	5,977	4,870	14.6	4.0	18.2	10.8	47.6	46.0	14.5	21.2	5.1	18.0
Custer		3.1	.0018	.9	.0		3,922						11.5	24.4	18.2	29.0		9.3		4.0	
Elmore		11.0		3.3	3.4		16,449					19.1	5.8	23.4	15.5	41.2		12.7		3.6	
Franklin		9.6	.0066	2.4	2.4	3.9	10,722	.0036	1,117	4,488	4,456	25.3	8.4	24.9	17.9	37.9	44.5	8.5	15.1	3.4	14.1
Fremont		8.4	.0049		2.2						5,097	22.8	6.5	23.6	14.6	38.1	36.6	10.9		6.6	
Gem		7.9	.0046	2.4	2.4	7.7							10.5	25.0	19.4	38.1	44.7	8.3		2.3	
Gooding		11.4	.0066	3.2	3.3	3.2	14,919	.0050	1,308	4,862	4,518	28.0	8.4	24.4	17.1	36.3	41.5	9.2	15.8	4.1	17.2
Fdahe		11.0	.0064		3.1							27.6	8.6	20.5	13.9	38.3		10.9		4.7	
Jefferson		11.2			2.5		11,178	1	990		4,341		10.4	24.3		31.8		8.5		4.3	
Jerome		13.2		3.5	3.6		16,868	1000				24.5	7.8	25.0		38.9		9.5		4.1	
Kootevai	1	28.4	.0105	8.8	9.1	14.8	43,006				- V	25.7	7.9	21.2	14.2	38.3	42.0	10.1	16.8	4.7	
Coeur d'Alene		14.8	.0086	4.9	8.1	1	25,624					23.1	6.7	19.5		40.1		11.5		5.8	
Latah		24.4	.0142	1	9.4					6,052		22.9	6.6	17.5		41.2		12.8		5.8	
Moscow,		12.3	.0071	3.3	5.7	1	24,410	1		7,399		19.1	5.0	12.9	7.5	45.8		15.4		6.8	
Lemhi		5.9	.0034	1.8	1.0	2.0	7,300	.0024	1,238	4,058	3,906	33.8	12.6	27.9	22.6	28.7	38.0	6.6	13.1	3.0	13.7

Hawaii Percentages of Retail Sales are based on totals for continental United States. SM Standard (4) and Potential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.



Hawaii, a modern bustling American community, is growing rapidly. Now a market of more than a half-million consumers, this young, vigorous population has an effective buying income of almost a billion dollars annually.

ONLY one advertising medium in Hawaii gives you mass coverage of this rich market.

The Honolulu Star-Bulletin is the acknowledged leader. It leads in net paid circulation—a circulation greater than all other Honolulu dailies combined. It leads in home delivered circulation, more than twice the paid home delivered circulation of the second paper. It leads in advertising—more than three times the linage of the second paper.

In Hawaii, look to the leader, the newspaper that gives you blanket coverage ... the newspaper that goes into more than 9 out of 10 Honolulu homes.



For more reasons why you too should concentrate your advertising in the Star-Bulletin see:

O'MARA & ORMSBEE, INC. New York . Detroit . Chicago . San Francisco . Los Angeles



IDAHO		0		PULAT		83		FECTIVE YING II		_ 6	ES ES	TIMAT	TES, 1	967	Th	o "SM" o estima				inal, e AGEME	
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	come B	reakdov	vn of H	lousehe	lds		
CITIES (continued)	Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	u.s.A.	Per Capita	Per Hsld.	C. S. U.	\$0-2 % Halda.	%,499 // Inc.	\$2,500 Halds.	%	\$4,000 Halda.	%	\$7,000 % Halds.	% Inc.	\$10,000 % Hslds.	%
Lewis		4.0	.0024	1.2	1.3		9,000	.0030	2,280	7,500	6,849	15.6	3.2	17.9	7.8	38.8	26.5	13.9	15.2	15.8	47.3
Eineain		3.8	.0022	1.1	1.1		5,388	.0019	1,418	4,898	4,532	21.4	8.7	25.9	17.7	38.5	44.0	9.2	15.5	4.0	16.1
Madison		9.5	.0055	2.3	2.3	4.5	11,363	.0038	1,198	4,940	4,850	27.9	8.4	22.7	14.9	34.2	36.6	8.9	14.4	6.3	25.7
Minidoka		9.0	.0052	2.3	2.4	2.9	11,786	.0039	1,310	5,124	4,724	20.4	6.1	26.2	17.2	37.8	40.3	10.7	17.2	4.9	19.2
Nez Perce		23.6	.0137	7.5	8.1	19.2	43,443	.0146	1,841	5,792	5,331	20.3	5.4	17.7	10.1	41.1	38.6	13.4	19.1	7.5	28.8
Lewiston		14.6	.0085	5.1	5.7		31,107	.0104	2,131	6,099	5,428	18.9	4.8	16.5	9.2	41.9	37.9	14.5	19.8	8.2	28.3
Oneida		3.6	.0021	.9	.9	2.2	4,707	.0016	1,308	5,230	5,050	23.1	8.6	22.4	14.0	36.4	37.1	11.9	18.3	6.2	24.0
Owyhee		6.3	.0037	1.7	1.9		7,383	.0024	1,167	4,328	3,836	32.8	12.1	27.0	21.6	30.6	40.0	6.6	13.0	3.0	13.3
Payette		12.6	.0073	3.7	3.7	4.4	15,023	.0051	1,192	4,060	4,045	31.4	11.4	27.7	22.1	31.0	40.1	7.0	13.6	2.9	12.8
Pewer		3.2	.0019	.8	.9	.1	5,395	.0018	1,686	6,744	5,814	19.9	4.6	17.4	8.8	38.0	31.4	12.8	15.9	11.9	39.3
Shashanu		22.3	.0130	6.7	7.5	8.1	41,057	.0137	1,841	6,128	5,411	10.0	2.6	14.9	8.4	53.6	48.8	16.1	22.2	5.4	18.0
Teton		2.8	.0016	.7	.7		3,076	.0011	1,009	4,394	4,254	23.3	7.9	30.3	22.6	37.0	44.9	6.4	11.8	3.0	12.8
Twin Falls		45.4	.0264	13.9	14.0	25.2	74,098	.0248	1,632	5,331	5,260	21.3	5.9	22.8	13.8	37.8	37.4	11.2	16.8	6.9	26.1
Twin Falls		22.3	.0130	7.3	7.4		40,773	.0137	1,828	5,585	5,441	19.7	5.3	20.2	11.7	40.2	38.1	12.6	18.2	7.3	26.7
Valley		3.9	.0022	1.1	1.1		6,210	.0021	1,592	5,645	5,184	16.5	4.5	16.2	9.6	49.0	47.3	12.8	18.7	5.5	19.9
Washington		9.0	.8653	2.7	2.7	4.1	11,649	.0039	1,294	4,314	4,281	30.3	10.4	24.3	18.2	33.9	41.3	8.0	14.8	3.5	15.3
Weiser		4.1	.0024	1.3	1.3		5,893	.0019	1,437	4,533	4,378	27.8	9.2	21.8	15.7	37.6	44.4	9.4	16.7	3.4	14.0
Total Above Cities		201.0	.1169	63.3	70.5		369,164	. 1237	1,837	5,832	5,236	19.5	5.2	18.6	10.8	41.2	39.1	13.6	19.5	7.1	25.4
State Tetal		633.6	.3884	182.3	191.9	279.3	956,458	.3207	1.510	5,247	4,984	22.5	8.5	21.4	13.5	38.9	40.1	11.5	18.0	5.7	21.9

RETAIL SALES PER FAMILY
U. S. \$3,975
IDAHO \$4,253
POST-REGISTER
READERS \$5,507

buy MORE than average families

\$\text{\$...}\$ and that means greater than average sales for advertisers who use the Post-Register in Idaho Falls, Bonneville County, Idaho — the ONLY daily newspaper completely covering the Upper Snake River Valley. Rich land, irrigation, cash crops and AEC Reactor Station headquarters give this area its great sales potential. The Post-Register is represented nationally by Ward-Griffith. Write for information.

POPULATION

IDAHO	0		STIM	ATES, 1	/1/58	SM	ESTIN	ATES,	1957			0		TIMAT	ES, 1/	1/58	OM)	ESTIMA	TES, 1957
METRO. AREA	Total (thou- sands)	% of	Heuse- held (theu- sands)	Spending Units (thous	f- Pep. (thou sands	Net Dellars	% of U.S.A	Per Cap- ita	Per H'se- hold		ETRO. REA	Total (thou- sands)	% of (hold theu- ands)	Con- sumer Spend- ing Units (thous.)	Urban Pep. (thou- sands)	Net Dollars (\$000)	of (Per Per ap- ita hold
△Beise	141.4	.0821	43.1	44.	7 86	.0 221,0	99 .0744	1,568	5,144	Total A	bove Area.	141.4	.0821	43.1	44.7	80.0	221,69	0744 1	,568 5,144
	1	1			RET	AIL SA	LES-	SH	DES	TIMA	TES, 1	957					ymbols ma		
COUNTIES	Me- tre- poli- tan Area	Tot Flets Said	nil es	% of U.S.A.	Per Hald. Retail Sales	Buying Pawer Index	Quality Index	Inde of Sa Produc	les	Food (\$600)	Eating & Drink. Places (3000)	General Mdse. (\$000)	Appare (\$800)	Ho A	ppi. 900)	Auto- motive (\$800)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (3000)	Drugs (\$000)
Ada	188	118	,926	.0594	4,701	.0506	108	12	8	23,508	6,360	18,762	4,5		6,534	27,383	11,383	7,465	3,715
△Boise		104	,027	.0520		.0816	158	28	0	19,565	5,105	17,270	4,4	48	6,133	26,626	8,419	5,411	3,270
Adams			,184	.0011	2,427	.0014	78	6	1	798	128	351			98	***	884	76	100
Banneck	**	56	,485	.0282	4,482	.0286	102	100	8	13,419	3,703	5,875	3,1		3,454	11,624	5,546	4,413	1,671
Pecatelle	**	50	,198	.0250		.0197	120	151	2	11,562	2,871	5,637	3,0	86	3,389	11,204	4,032	3,664	1,466
Bear Lake			.300	.0046	5,471	.0034	89	121	1	1,713	801	842	2	48	268	2,857	804	1,134	275
Benowah		4	,772	.0024	3,400	.0026	90	81		1,084	588	302	1	86	110	929	482	756	150
Bingham		28	,448	.0127	3,635	.0137	83	77	7	4,844	1,662	2,475	4	83	1,014	6,299	3,087	3,277	660
Blackfoot		-18	,213	.0091		.0051	146	28	0	3,456	1,150	1,067	4	83	776	5,188	2,271	1,937	431
Blaine		5	,939	.0030	4,242	.0028	87	103		454	783	1,770	1	34	151	1,223	455	383	165
Baiss			,536	.0008	2,560	.0009	82	71		372	323	345				****	83	177	***
flenner			,382	.0096	4,503	.0073	89	117		4,691	2,322	1,454		14	527	4,548	1,756	1,113	479
Bonneville		58	,930	.0295	5,507	.0232	107	137	,	11,181	3,142	7,144	3,4	58	3,585	12,778	5,394	7,754	1,508
Idaho Falla			,057	.0280		.0193	125	185		10,773	2,888	6,529	100		3,440	12,778	4,537	7,502	1,508
Boundary			,105	.0035	4,441	.0030	91	106		1,574	613	545		30	113	2,172	490	897	88
Butte			,216	.0016	4,020	.0018	79	84		901	398	95		84	158	507	617	176	94
Camas			420	.0003	1,400	.0008	80	31	0	204	56					***	39	42	56
Canyon	186	63	,114	.0315	3,548	.0303	86	91	0	13,184	2,518	7,640	1,8	92	2,842	17,088	5,092	7,126	1,712
Nampa		29	,235	.0146		.0112	105	136	6	6,724	1,083	3,046	9	04	1,625	8,065	1,958	2,762	865
Caldwell		28	,196	.0141		.0093	127	193	3	4,910	1,032	3,576	9	50	1,149	8,449	2,362	3,654	704
Caribea		5	,371	.0027	2,558	.0039	-88	31	0	1,122	423	465		82	66	1,423	265	1,166	117
Cassis		19	,387	.0097	4,971	.0078	92	114		3,425	1,240	1,190	1,3	80	735	3,224	2,069	2,574	651
Burley		16	,816	.0084		.0051	128	210	0	2,918	964	855	1,3	80	604	3,060	1,431	2,408	608
Clark			888	.0004	4,340	.0004	80	86	0	124	157	97			71	126	265	***	***
Clearwater		8	,814	.0044	4,197	.0043	100	102	2	2,171	964	1,195	3	00	262	1,548	1,068	514	308
Custer		2	,739	.0014	3,043	.0014	78	71	В	767	339	146				523	246	509	91
Elmore			,287	.0061	3,723	.0059	92	91	-	2,058	1,350	2,220		55	297	2,340	1,583	1,184	133
Franklin			,574	.0048	3,989	.0044	79	86		2,441	326	625		54	673	2,226	447	1,457	350
Fremont		8	.043	.0040	3,656	.0040	82	83	2	1,708	845	523	1	85	177	1,649	501	1,719	434
Gem			,234	.0041	3,431	.0039	85	81		1,819	536	520		86	236	2,039	688	826	160
Gooding			,979	.0045	2,806	.0052	79	61		1,611	599	873		17	260	2,091	885	1,719	
Idaho		14	,052	.0070	4,533	.0058	91	101		2,984	1,218	1,821	1	85	491	2,906	1,034	2,700	338
Jefferson			,502	.0038	3,001	.0043	86	51		1,629	478	602		12	321	885	1,013	1,438	343
Joromo			,298	.0068	3,799	.0084	83	86		2,448	818	1,142		87	744	2,544	1,590	2,800	580
Kootenai		33	,947	.0170	3,858	.0156	95	103	3	8,137	3,752	2,610		27	1,357	8,139	3,083	2,545	1,128
Coeur d'Alene		1	,828	.0139		.0102	110	103	- 1	5,990	2,172	2,490			1,357	7,569	2,498	2,104	975
Latah		25	,118	.0125	3,840	.0135	95	81	8	5,643	1,331	2,930			1,188	5,863	1,850	3,474	
Moscow		19	,336	.0097		.0084	118	187	7	4,194	749	1,904	6	00	1,090	4,995	1,123	2,462	886
Lemhi		6	.927	.0035	3,848	.0030	88	103	3	1,741	828	656	3	39	233	1,128	894	632	175

IDAHO	Me-			RET	TAIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" s	ymbels ma by SALES	rk original, MANAGE	exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Euying Power Index	Quality Index	index of Sales Production	Food (8000)	Drink. Places (1000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (£000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Lewis		5,050	.0025	4,208	.0027	113	104	1,096	817	71	211		199	898	1,594	230
Lincoln		2,361	.0012	2,148	.0018	82	55	721	234	160	92	34	401	252	283	100
Madison		12,696	.0063	5,520	.0048	87	115	2,323	307	807	528	880	1,925	677	3,134	335
Minkdoks		13,506	.0068	5,872	.0051	98	131	2,768	683	717	464	624	3,860	1,230	2,494	288
Nez Parce		50,846	.0254	6,779	.0176	128	185	10,676	3,587	5,111	2,938	3,258	13,033	2,947	5,488	1,487
Lewiston		48,067	.0240		.0141	166	282	9,980	3,117	4,874	2,936	3,116	13,033	2,379	5,085	1,354
Oneida		3,288	.0016	3,653	.0017	81	76	746	203	494	88	32	826	335	388	151
Owyhea		4,876	.0024	2,888	.0027	73	65	1,044	350	323	86	183	194	501	1,463	288
Payette		11,442	.0058	3,092	.0057	78	79	2,638	797	774	298	189	3,061	1,249	1,273	384
Power		4,647	.0023	5,809	.0020	105	121	914	437	223	92	68	605	312	1,130	110
Shashone		27,425	.0137	4,093	.0136	105	105	8,868	2,834	2,617	755	1,381	4,671	2,323	1,000	741
Teton		2,211	.0011	3,159	.0012	75	69	446	139	182	***	50	867	221	379	148
Twin Falls		59,415	.0297	4,274	.0288	101	113	11,854	3,369	8,529	2,422	2,792	12,100	4,531	8,800	1,978
Twin Falls		45,877	.0229		.0163	125	176	7,955	2,489	7,703	2,104	2,497	10,117	2,739	6,132	1,600
Valley		3,938	.0019	3,580	.0020	91	86	421	423	906		85	820	523	455	01
Washington		11,779	.0060	4,363	.0049	92	113	2,455	607	1,000	471	738	3,114	725	1,734	153
Weiser		10,937	.0055		.0031	129	220	2,310	526	970	470	697	3,114	505	1,511	114
Total Above Cities		454,712	.2272		.1534	131	194	90,337	24,155	85,921	21,746	25,882	114,198	34,314	44,632	13,731
State Total		775,318	.3874	4.253	.3503	95	105	164,615	52,736	87,189	29,049	36,279	170,934	69,857	89,641	23,271

METRO, AREA				RET	AIL S	ALES-	SH	ESTIMAT	ES, 19	57						
△Boise 186	6	182,040	.0909	4,224	.0809	99	111	36,692	8,878	26,402	6,448	9,376	44,469	18,475	14,591	5,427
Total Above Area		182,040	.0989	4,224	. 0809	99	111	36,692	8,878	28,402	6,448	9.378	44,469	18,475	14,591	5,427

ILLINOIS — (Other East North Central States: Indiana, Michigan, Ohio, Wisconsin.)

Maps, pages 344	45 240	us.)			NU	MBE	R OF	OU	TLET	S				(°9n			NU	MBE	R OF	OUT	LET	S		
	county	Pop. (thous.	Total Outlets	Food	Eat. & Drink.	Gen'i. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs	City County	Pop. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	-
AltenMad	lison	38.6	499	105	106	34	41	22	30	40	22	18	Evergreen						-					1
irlington													ParkCook	22.0	130	25	24	16	14	5	4	11	8	3
HeightsCook	k	22.5	126	22	22	13	6	8	6	15	7	3	Fairfield Wayne	6.2	129	25	13	13	6	11	12	19	9	
uroraKanı		57.7	641	149		40	52	37	45	61	35	19	Forest Park. Cook	16.2	199	38	56	27	5	5	5	15	11	
arringtonCook		5.2	94	6	12	9	8	4	10	16	9	2	Freeport Stephenson	25.6	343	55	68	34	38	26	20	33	21	
elleville St. C		40.4	562	125		45	36	31	35	54	25	17	GalesburgKnox	35.1	434	59	79	32	45	23	38	57	17	
elvidereBoom		10.7	157	28	34	6	10	7	12	18	14	5	Gien EllynDu Page	15.1	96	16	10	11	12	5	5	14	7	
erwyn Casi		52.8	22.7	149	83	59	55	24	28	42	22	19	GlenviewCook	15.0	85	14	17	11	8	3	2	15	4	d.
loomington, MeL		36.2		80	108	54	47	41	34	58	25	16	Granite City . Madison	37.2	400	102	94	20	19	18	24	44	27	1
lue IslandCook		19.9	269	43	74	18	18	10	20	29	15	7	Harrisburg Saline	11.0	186	48	24	11	15	10	15	25	13	
rookfieldCook		20.4	116	26	22	14	3	10	5	13	5	6	Harvey Dook	25.0	274	45	73	12	17	11	22	30	20	
		11.1	190	44	34	12	18	12	15	16	9	8	Herrin Williamson	9.8	140	31	21	8	14	11	16	9	7	
iroAlexi			224	35	131	7		5	1	17	10		Highland	9.0	140	31	21	0	146		10	3		1
lumet City., Cook		22.0				- 2	3			- 4		2		00.0	100	-	10	-	00		10	44	10	ı
intenFulte		13.1	206	32	37	14	16	12	18	29	21	6	ParkLake	23.1	165	28	12	15	22	15	16	14	12	1
rbendaleJack		12.9	170	30	20	9	23	12	19	23	11	6	Hinsdale Cook and						-			_		ı
irmiWhit		8.6	141	23	15	9	14	14	20	15	15	2	Du Page	12.6	113	18	11	9	13	5	11	5	10	
ntraliaMari		13.4	272	85	52	18	2:3	14	17	29	16	8	Jacksonville Morgan	24.2	311	46	56	19	33	17	32	30	16	ı
ampaign Chan		49.2	453	66	89	34	47	31	26	59	18	17	JerseyvilleJersey	7.3	123	24	21	11	8	5	11	9	9	ı
arlestonCole		10.1	167	34	23	13	11	8	19	18	8	3	JolietWill	62.6	917	194	236	51	70	42	38	105	41	į
icageCook	L 3	1834.0	38215	9,311	9044	3256	3777	1649	928	1806	1358	1465	KankakeeKankakee	28.3	496	82	132	36	36	24	25	56	33	
nicago													KewaneeHenry	18.4	268	52	55	20	20	18	21	27	23	
HeightsCook		29.2		66	76	21	30	29	17	31	13	8	La GrangeCook	15.0	200	32	19	8	26	15	11	23	15	ъ.
seroCoek		68.3	844	228	233	52	54	34	23	45	35	24	La SalleLa Salle	12.9	260	34	84	14	29	14	17	22	13	ı
intunDe W	Vitt	6.7	130	23	20	12	12	4	13	11	10	3	Lake ForestLake	9.4	73	12	9	6	8	6	5	5	5	ı
llinsville,,,Madi	ison	13.5	219	38	86	20	15	8	14	18	12	6	LansingCook	17.2	133	19	13	25	14	4	6	26	7	
ystal Lake., McH	lenry	7.2	99	19	22	7	6	10	8	8	10	3	LibertyvilleLake	7.8	98	6	14	11	12		6	12	7	ı
invilleVerm	nilion	43.0	547	99	109	39	53	34	43	62	22	12	LincolnLogan	16.7	217	41	35	15	15	23	15	29	13	
KalbDe K	Calb	16.4	206	28	50	18	20	10	17	16	15	6	LombardDu Page	19.6	98	18	20	5	5	4	3	10	7	
scaturMass	on	75.0	889	147	176	93	74	49	50	103	47	23	Macemb, McDonough.	12.1	184	20	28	20	16	17	15	20	13	ı
s Plaines Cook		30.6	216	31	38	19	22	13	15	19	18	6	MarianWilliamson	10.6	230	56	38	18	15	16	15	30	11	ı
xonLee		19.0	212	29	32	25	28	14	15	18	16	5	MattoonColes	17.8	283	52	48	24	29	9	22	25	21	ı
witers													MaywoodCook	29.3	202	57	24	10	16	11	18	22	9	ı
GraveDu P	age	19.9	152	33	25	17	10	8	13	12	12	5	Melrose Park Cook	19.4	182	23	50	14	19	8	2	27	13	ı
st Moline Rock		15.4	162	15	66	8	12	7	5	19	11	3	MetropolisMassac	7.0	147	28	34	7	10		11	14	17	ı
st PeoriaTazes		12.6	149	29	46	15	2	4	7	24	8	1	Moline Rock Island	42.7	527	94	128	42	50	35	29	60	15	ı
st St. Louis.St. Cl			1,225	309	319	60	68	56	46	117	61	46	Monmouth Warren	11.1	189	22	25	19	19	14	14	20	18	ı
wardsville, Madi		10.3	157	33	32	15	17	6	8	16	13	4	MorrisGrundy	8.2	143	23	24	11	11	8	12	19	13	ı
ingham Effing		8.2	165	23	28	18	12	9	19	20	12	5	Mount					**			-			ı
		47.4	484	76	76	46	49	38	28	41	21	20	CarmelWabash	10.1	162	31	29	11	16	10	14	20	13	
jin Kane nhurst Du Pi		35.5	217	44	37	28	21	15	14	17	10	5	Mount	10.1	102	31	20	**	10	10	2.4	ZW.	10	
	age	30.0	4112	44	91	60	-	-0	1.4		10			10.0	224	00	82	00	01	12	00		94	
nwood		22.0	***	20	20	12	12	10		10		5	Vernen Jefferson	18.0	314	66	53	28	21	17	22	48	14	
ParkCook.		23.9	152	35	30	17	12	10	5	10	5	27	Murphysbero Jackson	10.0	182	45	34	11	12	15	10	16	22	
anstonCook.	*******	75.71	703	158	741	56	103	71	35	45	24	27	NapervilleDu Page	8.31	93	20	16	4	7	3	10	111	71	

QUINCY, ILL. ABC CITY ZONE 50,111



The QUINCY HERALD-WHIG blankets this 50,000 market as well as giving dominant coverage in the 333,000 population trade territory of which Quincy is the capital city.

A proved test market offering these important requisites:

(1) An isolated market. (2) Average per family spendable income. (3) Negligible infiltration of any large city media. (4) Headquarters for expanding wholesale coverage of area. (5) HERALD-WHIG offers outstanding merchandising program for advertisers. (6) Steady, uninterrupted incomes, amicable labor relations.

THE QUINCY HERALD-WHIG . Quincy, Illinois Hal Culp, Advertising Manager

	NOIS	18.			NUI	MBEF	OF	OUT	LET	8						(18)			NUI	MBE	R OF	OUT	LET	5		
	inued) County	Pep. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs	CH	у	County	Pop. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
Oak Lawn	Cook	19.9	204	37	50	16	11	10	6	25	15	5	Skokie.		.Cook	48.7	216	30	55	28	14	8	5	23	12	
Oak Park	.Cook	80.7	533	101	51	52	92	34	23	47	19	33	Springfi	eld	Sangamen	88.5	1,211	200	348	101	85	63	47	117	49	3
Olney	Richland	9.0	166	36	23	9	15	11	10	19	15	4	St. Char	les	.Kane	8.1	112	18	28	7	8	5	11	11	7	
Ottawa	La Salle	18.2	310	47	85	19	26	21	23	19	13	13	Sterling		Whiteside	15.1	217	35	32	18	30	14	18	16	15	
Paris	.Edgar	9.8	191	35	36	10	16	10	18	12	20	4	Streator		La Salle	18.0	297	58	65	13	37	18	23	22	24	
Park Forest	.Cook	28.6	48	8	2	8	6	4	0	4	2	2	Taylorvi	lle	Christian	9.9	207	38	45	14	12	12	11	24	13	
Park Ridge	. Cook	29.0	152	31	13	9	27	9	9	9	12	6	Urbana.		Champaign	27.7	185	35	34	12	10	18	7	26	7	
Pekin	.Tazeweli	26.1	285	58	53	21	19	16	24	33	20	4	Watsek		Iroquois	5.3	103	12	14	10	11	6	11	8	8	
Peoria	Pegria	119.3	1,489	253	340	131	116	93	68	166	63	55	Waukeg	iut	Laks	49.2	588	109	148	46	55	41	21	52	21	1
Pontiae	Livingston	8.9	158	25	25	12	18	6	12	9	22	5	West													
Princeton	.Bureau	6.5	141	22	15	10	10	14	17	14	22	3	Frank	furt.	Franklin	11.0	198	44	23	17	14	18	17	24	9	
Quincy	.Adams	43.5	606	114	157	42	48	32	30	53	32	14	Wheato	ñ	.Du Page	22.1	102	15	9	10	12	10	5	11	8	
River Forest.	.Cook	12.0	60	10	6	11	3	5	1	11	3	3	Wilmett		.Cook	22.2	143	30	20	13	12	10	9	18	8	
Rock Island.	Rock Island.	50.1	558	104	157	48	44	27	33	45	13	21	Winnett	ca	.Cook	13.4	135	18	10	16	19	12	6	11	6	
Rockford	. Winnebage		1,339	285	273	105	135	77	78	125	70	46	Wood R	iver	Madison	12.0	157	30	28	9	19		15	19	6	
Salem	Marian	6.6		17	14	7	10	7	6	21	7	3	Weedst	nek	McHenry	8.6	131	26	21	10	13	18	10	12	8	

		0		PULAT		58		FFECTIV		E- (SM E	STIMA"	TES, 1	957	Th					ginal, e: AGEME	
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			Inc	ome O	reakdev	en of H	lausobo	ids		
CITIES	tan Area	Total (thou- uands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Not Dollars (000)	of U.S.A.	Pe Capita	Per Hsid.	Per C. S. U.	\$0-2 % Helds.	%	\$2,500 % Halda.	9%	84,000 % Halda.	0%	\$7,000 % Halda	%	\$10,000 % Helds.	%
Adams	259	66.5	.0386	21.3	22.4	46.4	108,015	.0362	1,624	5.071	4,803	26.3	8.3	23.3	15.9	35.9	40.1	9.6	16.2	4.9	19.5
△Quincy		43.5	.0253	14.2	16.0		78,027	.0262	1,794	5,495	4,850	23.4	7.0	22.3	14.7	38.4	41.1	10.5	16.9	5.4	20.3
Alexander		20.7	.0121	8.7	7.2	11.1	26,851	.0090		4.008	3,681	39.3	16.1	25.8	22.9	27.4	40.0	5.5	12.2	2.0	8.8
Cairo		11.1	.0064	3.6	4.3		16,495	.0055	1,486	4,582	3,763	36.2	14.0	24.5	20.6	30.1	41.2	6.7	13.8	2.5	10.4
Hand		12.8	.0074	4.1	4.1	3.6	17,758	.0060	1,387	4,331	4,292	33.4	12.0	24.2	19.0	31.7	40.5	7.4	14.3	3.3	14.2
Boone		17.9	.0104	5.4	5.5	10.7	31,472	.0105	1,788	5,828	5,862	15.7	4.2	18.0	10.5	45.7	43.8	14.7	21.3	5.9	20.2
Belvidere		10.7	.0063	3.5	3.5		20,774	.0070	1,941	5,935	5,835	15.8	4.2	16.6	9.5	45.8	42.8	15.3	21.7	6.5	21.8
Brown		6.3	.0037	2.1	2.2		9,659	.0033	1,533	4,500	4,382	30.2	10.5	25.0	18.9	32.0	39.4	9.4	17.5	3.4	13.7
Bureau		41.0	.0243	13.4	14.0	11.0	71,342	.0239	1,703	5,324	5,080	21.3	6.3	24.1	15.6	38.6	40.9	10.7	17.2	5.3	20.0
Princeton		6.5	.0037	2.3	2.4		14,087	.0047	2,167	6,125	5.738	20.1	5.2	21.6	12.3	37.6	34.8	11.6	16.2	9.1	31.5
Calhoun		7.0	.0041	2.0			8,139	.0027	1,163	4,070	3,733	39.0	15.7	28.7	23.6	26.0	37.3	5.9	12.8	2.4	10.6
Carroll		19.0	.0111	6.2			32,579	.0109	1,715	5,256	5,213	22.3	6.6	22.3	14.4	38.7	40.8	11.2	17.8	5.5	20.4
Cass		13.2	.0076	4.0	4.0	5.4	21,577	.0073	1,635	5,394	5,273	25.0	7.3	22.4	14.2	34.9	36.0	10.8	16.8	6.9	25.7
Champalyn	192	125.0	.0732	33.3	57.4	85.8	273,718	.0917	2,174	8,220	4,761	19.2	4.7	11.6	6.2	43.0	37.3	16.5	21.7	9.7	30.1
Urbana		76.9	.0447	19.9			178,000	.0599	2,523	8,978				1				1		1	
△Champaign		49.2	.0286	12.5	23.9		113,084	.0379	2,298	9,047	4,713	18.6	4.3	8.3	4.2	44.2	36.5	17.8	22.2	11.1	32.8
△Urbana	000	27.7	.0161	7.4	13.7	10.11	65,576	.0220	2,367	8,862	4,756	16.9	4.0	8.8	4.3	45.3	37.7	18.8	23.6	10.2	30.4
Christian	100	38.5	.0224	12.5	12.5	15.7	67,463	.0227	1,752	5,397	5,385	21.4	6.2	21.8	13.5	38.8	39.7	12.0	18.6	6.0	22.0
Taylorville		9.9	.0058	3.1	3.7		20,967	.0071		6,764		10.6	2.6	17.4	9.5	48.5	42.9	16.0	21.4	7.5	23.6
Clark		16.9	.0099	5.5	5.5	5.6	25,296	.0084	1,497	4,599	4,599	30.5	10.3	23.7	17.3	33.5	40.2	8.1	14.6	4.2	17.6
Clay		18.0	.0104	5.7	5.7	5.5	25,284	.0085	1,405	4,436	4,420	28.1	9.8	24.3	18.7	36.8	45.7	8.1	15.2	2.7	10.6
Clinton		23.0	.0134	5.4	6.4	3.3	31,010	.0104	1,348	4,845	4,842	24.2	7.7	24.1	16.8	38.5	43.7	0.2	15.0	4.0	15.9
Coles	(000)	42.1	.0245	13.5	14.5	30.4	71,448	.8240	1,697	5,292	4.925	24.2	7.4	21.7	14.3	38.3	41.3	10.7	17.5	5.1	19.5
Mattoon		17.8	.0103	5.6	6.1		32,390	.0108	1,820	5,784	5,286	18.3	5.1	19.9	12.0	43.2	43.0	12.8	19.3	5.8	20.6
Charleston		10.1	.0059	3.2	4.1		18,221	.0051	1,804	5,694	4,442	27.1	8.5	19.7	13.3	38.3	42.5	10.0	16.8	4.0	18.9

1 Centralia is in Clinton and Marion counties. SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreward, page 13.

HILIMOTO				DPULAT		/58	BU	FECTIVE YING IF	COME	- 0	M ES	TIMAT	ES, 19	157	sive	o ostima	ites by	SALES	MAN	AGEM	ENT
COUNTIES	Me- tre- poli-			House-	Con-	Urban					Income			Inc	eme B	reakdov	wn of H	louseho	ids		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dellars (000)	of U.S.A.	Per Capita	Per Hsid.	C. S. U.	90-2 % Hsids.	%	\$2,500 % Halds.	0%	\$4,000 % Helds.	% Inc.	\$7,000 % Helds.	0%	\$10,00 % Halds	OZ
Ceek	28	4,944.8	2.8749	1,543.1	1,787.7	4,844.8	11,884,478	3.9178	2,363	7,572	6,724	10.2	2.2	13.8	6.4	44.0	33.4	19.8	22.7	12.2	35.
▲Chicago		3,834.0	2.2293	1,191.2	1,385.4		9,017,203	3.0233	2,352	7,570	6,509	10.0	2.2	13.9	6.6	44.8	34.6	19.8	23.2	11.5	33.
Evanston		75.7	.0440	21.8	31.1		248,930	.0835	3,288	11,419	7,980	6.9	1.0	9.2	3.1	34.3	18.4	22.2	18.0	27.4	59.
Oak Park		60.7					194,935	.0654		9,895	8,954	9.8	1.6	9.4	3.3	34.6	20.0	22.8	19.8	23.4	55.
Cicero		68.3	.0397	21.6			153,738		2,251		7,070	10.0	2.2	11.7	5.6	45.5	35.3	22.3	26.2	10.5	
December 1												8.7	1.7	10.4	4.3	41.7	28.8	24.5	25.6	14.7	
Berwyn		52.8		16.6			132,711		2,513		7,970	. 7777								1	
Chicago Heights		29.2					58,130		1,991		6,334	11.2	2.6	15.5	7.8	46.1	38.3	17.8	22.4	9.4	
La Grange		15.0	.0087	4.4	4.9		44,388			10,088	9,031	9.6	1.5	10.4	3.7	34.6	19.7	21.6	18.6	23.8	
Harvey		25.0	.0145	7.3	7.3		48,390	.0162	1,936	6,629	6,599	11.1	2.6	14.3	7.2	46.9	39.1	18.8	23.7	8.9	
Blue Island		19.9	.0116	5.8	6.1		42,093	.0141	2,115	7,257	6,898	10.1	2.2	12.7	6.0	45.0	34.8	21.1	24.7	11.1	32
Maywood		29.3	.0170	8.4	9.2		70,039	.0235	2,390	8,338	7,540	9.7	1.9	10.8	4.5	41.0	28.4	23.4	24.5	15.1	40
Winnetka		13.4	.0078	3.6	4.9		59,881	.0201	4.469	16,634	12,124	7.7	.8	7.5	1.7	17.2	6.2	18.7	10.2	48.9	81
River Forest		12.0					44,398			14,322	9,991	7.8	.9	4.0	1.0	27.1	11.3	20.6	13.0	40.5	73
Des Plaines						1	68,537	.0229		7,615	7,537	11.2	2.3	12.1	5.4	41.4	30.0	21.6	23.7	13.7	
		30.6												1						25.5	
Park Ridge		29.0					87,192			10,139	10,039	10.2	1.6	9.9	3.4	32.0	17.4	22.4	18.4	1	
Wilmette		22.2	.0129	5.8	7.0	1	76,913	.0258			10,922	8.6	1.1	7.5	2.0	27.1	11.9	20.2	13.4	36.6	
Elmwood Park		23.9	.0139	6.8	6.8		55,580	.0186	2,326	8,174	8,130	7.7	1.5	9.1	3.8	43.0	29.0	25.0	25.5	15.2	
Melrose Park		19.4	.0113	5.4	5.7		37,727	0126	1,945	6,986	6,605	10.0	2.3	13.3	6.5	47.0	38.0	20.1	24.7	9.6	28
Forest Park		16.2		1			36,841	.0124			8,907	10.8	2.4	12.0	5.8	44.9	35.2	21.9	26.0	10.4	30
Skokie		48.7	.0284			1	111,827		2,296		7,918	12.3	2.4	13.1	5.6	38.5	26.8	20.2	21.2	15.9	44
Brookfield		20.4					46,866	.0157			7,503	8.1	1.6	9.2	3.9	42.8	30.0	26.2	27.8	13.7	
												9.2	1.9	10.9	5.0	45.4	33.7	22.3	25.1	12.2	
Calumet City		22.0				1	49,071	.0165		7,789	7,115										
Evergreen Park		22.0				1	46,184		2,099		7,553	9.3	1.8	9.3	4.0	42.1	29.3	25.0	28.4	14.3	
Arlington Heights.		22.5	.0131	6.6	6.7		54,035	.0182	2,402	8,187	7,978	11.4	2.2	12.7	5.3	38.5	26.1	20.7	21.2	16.7	
Glenview		15.0	.0087	4.1	4.1		40,156	.0134	2,677	9,794	9,411	10.0	1.6	10.6	3.7	34.2	19.5	21.3	18.4	23.9	56
Lansing		17.2	.0100	4.7	4.7		34,005	.0114	1,977	7,235	7,166	10.0	2.2	11.1	5.1	46.6	35.6	21.0	24.3	11.3	32
Oak Lawn		19.9					41,379		2,079		7,320	10.7	2.3	11.8	5.4	43.1	32.2	22.1	24.9	12.3	38
Park Forest		28.6					58,871	.0197			7,298	11.6	2.4	12.7	5.9	41.1	30.9		25.1	12.4	38
		7510					12,024		2,505		7,762	10.8	2.1	11.4	4.7	41.7	28.7	20.0	20.8	16.1	
2Barrington		5.2	.0030	1.6	1.6		10,022	.0029	2,000	0,140	1,102	10.0	4.1	11.2	2.6	21.1	49.1	20.0	20.0	10.1	-
3Elgin																					
4Hinsdale																					
Crawford		21.0	.0123	6.8	6.8	6.5	33,082	.0111	1,578	4,865	4,858	24.6	7.9	21.2	14.6	40.2	45.5	10.3	17.7	3.7	
Cumberland		9.3	.0054	2.8	2.8		11,839	.0040	1,273	4,228	4,200	33.5	12.3	25.9	20.8	30.9	40.4	6.6	13.1	3.1	13
De Kalb		54.4	.0316	16.2	19.0	23.5	101,691	.0340			5,345	17.4	4.6	17.7	10.2	44.2	41.8	13.7	19.6	7.0	
De Kalb,		16.4	.0096	4.7	6.6		33,137	.0111	2,021	7,050	4,973	17.2	4.5	13.4	7.5	47.8	44.1	14.3	20.0	7.3	23
De Witt		17.2	1.000					.0113			5,872	13.2	3.4	22.1	12.6	43.8	40.7	13.9	19.6	7.0	23
Clinton		6.7	.0039	1 2	1 2 2		14,751	.0050			5,785	13.6	3.6	20.6	11.9	44.6	42.0	14.9	21.2	6.3	21
Dauglas		18.0							1,537			25.0	7.7	24.7	16.6	35.4	38.8	9.5	15.8	5.4	
Du Page	28	250.0	.1453	72.9	78.0	215.6	587,015	.1968	2,348	8,052	7,723	12.1	2.4	10.5	4.4	1		21.5	22.6	15.7	
Elmhurst		35.5	.0206	10.2	11.1		94,478	.0316	2,661	9,263	8,470	9.0	1.6	8.4	3.1	37.7	23.2	25.1	23.4	19.8	
Downers Grove		19.9	.0116	5.7	5.8		45,649	.0153	2,294	8,009	7,807	10.0	2.0	10.0	4.2	41.8	29.0	23.4	24.6	14.8	40
Wheaton		23.1	.0128	5.6	8.4		80,043		2,717		7,066	7.5	1.3	4.8	1.7	39.8	23.9	27.1	24.5	20.8	45
4Hinsdale		12.6		1	1	1	40,831	.0137		10,745		11.9	1.7	9.5	3.1	31.5	16.4	18.9	14.9	28.2	63
		8		1			40,070			11,152	11,074	8.2	1.1	7.0	2.2	31.5	15.6	24.3	18.2	29.0	
Glen Ellyn		15.1	.0088			1						2.00						25.3	25.1	16.3	
Lombard		19.6					47,143			8,418	8,329	8.1	1.5	8.7	3.5	41.6	27.4	1			
Naperville		8.3	.0048	2.4			17,158				5,681	16.0	3.8	9.7	5.0	45.6	38.7	20.0	25.8	8.7	
Edgar		23.5	.0137	7.7	7.8	9.8	37,040	.0128	1,578	4,810	4,723	27.9	9.1	24.8	17.5	33.8	39.1	8.9	15.6	4.6	18
Paris		9.8	.0057	3.3	3.6		17,405	.0058	1,776	5,274	4,766	25.9	8.0	22.5	15.2	36.2	39.8	10.3	17.2	5.1	19
Edwards		9.6				4	12,170		1,266	4,346	4,308	28.8	10.3	26.4	20.5	35.2	44.8	7.0	13.6	2.6	10
-		00.0	0100				31,922	.0107	1 481	4,837	4,784	26.3	8.5	24.7	17 9	24 0	40.0	0.7	16.9	4.4	17
Mingham		22.0				1	13,837		1,687			23.1	7.0			1	40.8		17.8	5.0	
Effingham		8.2		1										24.8			41.7		13.9	3.7	
ayette		24.1	1				The second second			4,517		100000		10310		1000				1	
ord		15.9	.0092	4.9	4.9	7.0	25,869	.0007	1,827	5,279	5,224	20.1	5.9	22.5	14.5	40.7	42.6	11.7	18.6	5.0	90
ranklin		44.1	.0256	14.8	14.0	23.7	61,648	.0206	1,398	4,222	4,215	29.3	10.8	26.9	21.5	34.3	44.8	7.4	14.6	2.1	1
West Frankfort		11.0	.0064	3.7	3.7		16,524	.0055	1,502	4,466	4,416	26.0	9.1	26.5	20.2	36.6	45.4	8.4	15.8	2.5	1
Fulton		48.1		1					1,696			23.6	7.1	21.8	14.4		41.1	10.8	17.4	5.3	20
		l .	.0076	1	1		26,483		2,022			17.9	4.8	17.3	10.1	44.1	42.0	14.0	20.2	6.7	
Canton		13.1		1			9,161		1,205			37.9	14.3	25.5	21.0		35.6	6.5	13.1	3.5	
																-					
Greene		19.0		1					1,398				11.2	26.7				7.3	13.8	4.0	
irundy		25.9	.0150	7.6	7.8	8.2	43,694		1,587			17.3	4.7		11.4		41.4	13.4	19.4	8.7	
Morris		8.2	.0048	2.5	2.6		15,460	.0052	1,885	6,184	5,903	15.4	3.9	17.3	9.6	44.8	40.8	14.9	20.5	7.6	2
lamilton		11.5			1				1,133			41.6	18.1	25.3	24.0	27.3	42.3	4.6	10.9	1.2	
fancock		27.1		1	1			1	1,544		4,413	30.1	10.3	25.2	18.7		39.4	8.4	15.5	3.9	1
lardin		6.9	.0040			1	7,759		1,124	C 1 1 7 7		33.3	13.5	31.4	27.9	29.5	42.6	4.1	8.9	1.7	
landin,												23.8	7.2	24.7	16.2	38.0	38.5	9.7	15.7	5.8	
lenderson		7.9					12,587		1,593					1000		1					
ienry		49.3						7.0	1,702			19.3	5.6	22.6	14.3		42.5	11.5	18.0	6.4	
Kewanee		18.4	.0107	5.9	6.2		32,206		1,750		5,165	16.9	4.9	22.3	14.2	44.6		11.6	18.2	4.6	
roquois		33.1		10.3	10.3	5.3	52,780	.0177	1,595	5,124	5,082	24.0	7.3	24.2	16.0	36.3	39.2	9.9	16.1	5.6	2
Watseka		5.3			1		10,039		1,894			13.7	3.7	21.9	13.0	45.3	43.5	12.9	18.7	6.2	2
ackson,		40.4					1		1,582				10.0	23.1			39.6		16.3	4.3	
MANAGERS AND		40,4	,0648	16.7	14.0		02,774	10210	1,002	,,,,,,	1,400	1	-0.0	1		1		1		1	
Canhandal II					1	1	1		1			1		1		1		1		1	
Carbondale-Herrin-			0400		1	1			1 700							1					
Carbondale-Herrin- Murphysbero Carbondale		38.7 12.9					25,632		1,725		4,573	23.6	6.5	16.6	10.1	90.5	37.8	24.0	21.2	7.1	

SM Standard (A) and Potential (\(\triangle\)) Metropolitan County Areas.

Before using these figures read foreword, page 13.

SM, 1958.

² Barrington is in Cook and Lake counties. 3 Elgin is in Cook and Kane counties. 4 Hinsdale is in Cook and DuPage counties.

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This material is invaluable to anyone concerned with planning sales, marketing, and/or advertising in the Chicago market area. It is available only in the Operating Sales Control manual of The Chicago American. To see a copy, contact your nearest Hearst Advertising Service office.



THE CHICAGO AMERICAN

Represented Nationally by Hearst Advertising Service Inc. Offices in 15 cities

Waldo's Annual Report To Survey Readers

- Waukegan Stock Rising...
 Market Bullish...
- Interurbia Trend Unmistakable

Don't sell Waukegan short, Waldo warns marketing men in 1958.

Sales in Waukegan and its trading area, Lake County, continue to run well ahead of the rest of the nation.

Per family income is still going up, and totaled \$7,883.00 per family for Waukegan, and \$8,366 for Lake County in 1957.

Population in Lake County is up to 260,000.

As Waukegan's great "interurbia" grows, advertisers are recognising that only one newspaper reaches the heart of this area. Proof is the 13.8% growth in retail advertising in 1957 over 1956, at a time when linage was dropping in other markets.

Because the News-Sun is a spokesman for the local community and touches the things that interests people most, advertisers find that The News-Sun produces more results-more sales.

To reach effectively the 31,000 families of Greater Waukegan, they naturally turn to . . .

The Wankegan News-Sun

For more information on "Interurbia, Waukegan sector," confact:

Burke, Kuipers & Mahoney, Inc. **National Representatives**

C. R. Cunningham National Advg. Manager

*Market men unacquainted with Waldo, should know that he is the Wizard of Waukegan, a mighty crystal ball gazer and sooth-sayer; a dedicated spokesman for Wonderful Waukegan and the Waukegan News-Sun.

ILLINOIS		0	M P	OPULAT BTIMAT	ION E8, 1/1/	88	EF	FECTIVI	COME	- (M E	BTIMA	TES, 1	967	Th	e "SM	l" symi	SALES	ark ori	ginal, e	xclu- ENT.
COUNTIES	Me- tre- poli-	Total	_	Hemse-	Con-	Urban	-				Income			in	come B	reakde	wn of i	lousahe	lds		
(centinued)	Area.	(theu- names)	U.S.A.	(thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Not Dallars (000)	U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-1 % Halds.	% Inc.	\$2,500 % Halds	1-8,990 % Inc.	84,000 % Helds	0-6,990 % . Inc.	87,000 % Helds	9,999 % Inc.	\$10,00 % Halds	%
Jasper		13.8	.0000	4.2	4.2	3.8	16,626	.0066	1.205	3,369	3,984	35.6	14.0	26.9	22.9	29.5	41.2	5.8	12.3	2.2	9.6
Jefferson		38.0	.0200	11.5	11.5	18.0	52,488	.0179			4,819	28.0	9.4	25.1	18.8	34.8	41.4	8.1	14.6	4.0	16.3
Mount Vernen		18.0	.0104	6.2	6.2		33,023	.0108	1,780		5,106	24.1	7.3	23.9	15.0	37.5	40.2	10.0	16.2	5.5	
Jersey		15.5	.0090	4.8	4.8	7.3	19,280	.0005	1,244		4,184	33.4	12.4	25.3	20.5	31.6	41.7	7.0	14.1		11.3
Jerseyville		7.3	.0043	2.2	2.3		9,872	.0083			4,411	31.0	10.8	23.7	17.9	38.9	42.0	8.1	15.3	3.3	
Jo Daviess		21.5	.0126	6.5	6.5	4.0	22,200	.0108	1,498	4,954	4.882	24.3	7.6	23.9	18.4	37.0	41.4	10.5	17.8	4.3	16.8
Jehnson		8.8	.0080	2.5	2.5		8,056	.8827	848	1.222	3.201	47.2	22.8	27.4	28.9	21.6	87.1	3.0	7.8	.8	3.4
Kane	28	173.0	.1006	51.3	86.3	127.4	384,901	.1190	-	8,918	8.407	11.9	2.8	14.9	7.4	48.2	87.1	18.2	22.6	9.8	30.1
Aurora		57.7	.0388	17.8	19.7		126,629	.0434		-	6.413	11.1	2.5	13.7	6.8	46.2	87.2	18.9	23.1	10.1	30.4
3Elgin		47.4	.0276	18.1	14.6		92,662	.0812		7,096	6,241	10.5	2.4	14.2	7.0	46.4	87.7	19.1	23.4	9.8	29.5
St. Charles		8.1	.0047	2.5	2.8		30,431	.0048	3,531			9.2	1.9	11.9	5.2	42.4	30.7		25.5	13.2	38.7
Kankakes	220	86.0	.0000	22.0	23.6	41.4	124,936	.0452	1,500	6,123	5.895	16.3	4.3	1.48	10.5	42.3	40.0	14.7	20.6	7.3	24.4
△Kankakee		28.3	.0165	8.8	9.8		\$5,724	.0187	1,969	6,131	5.864	15.0	3.8	17.2	9.4	44.6	40.1	18.4	21.0	7.8	25.7
Kundall		13.2	.0076	3.8	3.9		22,682	.9078		5.790	5.884	16.9	4.6	20.9	12.3	42.3	40.5	13.1	19.0	6.8	23.6
Knox		87.8	.0335	18.8	20.1	37.9	100.022	.0357	1.883	5.867	5.287	19.7	5.6	19.9	12.1	42.0	42.3	12.6	19.1	5.8	20.9
△Galesburg		35.1	.0204	11.5	13.0		48,944	.0281		5,994	5,269	17.7	4.9	18.1	10.8	44.5	43.5		20.3	5.9	20.5
Lakes	28	200.0	.1511	71.8	95.0	165.7	600,686	.2014	2,310	1.264	6,319	10.0	2.1	12.2	5.4	45.2	33.2	18.9	21.1	13.7	38.2
Waukegan		49.2	.0286	14.5	17.5		114,308	.0884	2,323		6,497	10.0	2.2	12.7	5.9	45.1	34.6	20.6	23.9	11.6	33.4
Highland Park		23.1	.0134	6.3	7.9		73,715		8,148		9,172	10.0	1.4	9.7	3.1	31.7	16.3		14.5	29.9	64.7
Lake Forest		9.4	.0055	2.3	4.1		26,107	.0038			6,235	10.0	1.7	8.5	3.2	40.9	24.9	18.0	16.6	22.6	53.6
Libertyville 2Barrington		7.6	.0044	2.2	2.4		18,928	.0064	2,492		7,723	8.8	1.7	11.9	4.9	38.6	26.1	24.9	25.5		41.8
La Salle		104.1	.0006	32.4	33.0	72.4	195,211	.0684	1,875	6.025	5,905	16.0	4.1	18.6	10.6	43.1	39.7	14.9	20.8	7.4	24.8
La Salle-Peru-																				1	
Oglesky		26.9	.0156	8.6			52,827	.0177	1,964	6,215											
5Streator		18.0	.0104	5.5	5.9		34,342	.0115	1,908	6,244	5,789	13.2	3.4	17.5	9.8	47.1	42.9	15.2	21.0	7.0	22.9
Ottawa		18.2	.0106	5.4	6.1		38,687	.0129	2,126	7,164	6,335	12.4	2.8	13.5	6.6	44.2	35.7		24.0	10.3	30.9
La Salle		12.9	.0075	4.0	4.1		24,772	.0083	1,920	6,193	5,985	14.3	3.6	18.2	10.2	44.4	40.0	15.5	21.1	7.6	25.1
Lawrence		20.0	.0116	8.2	6.2	6.3	30.029	.0101	1,501	4.843	4.779	26.2	8.4	20.8	14.6	38.7	44.4	10.6	18.4	3.7	14.2

² Barrington is in Cook and Lake counties. 3 Elgin is in Cook and Kane counties. 5 Streeter is in La Salle and Livingston counties.

SM Standard (A) and Potential (A) Metropolitan County Areas Before using these figures read foreword, page 13 © SM, 1958.

Largest Night-time Audience in Illinois

(Outside Chicago and the Quad-cities)

WSOY

AM-FM

• FIRST IN NEWS, SPORTS, MUSIC • AWARD WINNING ANNOUNCERS
• BETTER ALL AROUND PROGRAMMING • CBS AFFILIATE

In booming Decatur, most homes have the WSOY listening habit. They have become used to the excellence of presentation that is offered them by this progressive station. A well balanced format has been carefully outlined, with just the right amount of local and network programs being aired. WSOY has had it proved to them that this striving for perfection has been well rewarded. Not only has WSOY the largest night-time audience but, whenever the daytime audience is checked, twice as many people are found to be making WSOY AM-FM a regular daytime habit.

. . . a regular daytime habit, too!

1956 Neilsen reports show 25,570 Daytime (daily average) Listener Homes for WSOY compared with 11,860 for the second station. It's a fact—in the 10 county Decatur Market Area WSOY is your best radio buy.



WSOY-WSOY-FM Decatur and WSEI Effingham,

ILLINOIS		•	XD P	PULAT	ION E8, 1/1/		EF BU	FECTIVE	COME	_ (M Es	TIMAT	ES, 19	187		"BM" eatima					
COUNTIES	Me- tro- peli-			House-	Con-	Lirban					Ineeme			Ime	eme B	reakdow	m of H	oussha	ids		
CITIES (continued)	Area	Total (thou- sands)	U.S.A.	holds (theu- sands)	Spond- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (809)	U.S.A.	Per Capita	Par Hold.	Per C. 3. U.	30-2 % Halda.	-	\$2,500 % Helds.		84,000 Helds.	67	\$7,000 Helds.	87	810,000 % Halds.	9/
Loo		37.6	.0219	10.3	10.9	19.0	82,678	.0210	1,887	6,088	8,727	18.3	4.8	19.5	11.1	43.7	40.6	14.3	20.2	7.2	24.1
Dixon		19.0	.0111	6.1	7.1		41,403	.0189	2,179	6,787	5,818	10.7	2.6	17.1	9.1	47.6	41.2	16.5	21.7	8.1	25.4
Livingston		37.8	.0219	11.3	11.5	11.8	64,488	.8216	1,706	5,705	8,580	19.2	5.3	21.5	12.8	39.9	38.9	12.4	18.2	7.0	24.8
Pontiae		8.9	.0052	2.8	2.8		16,888	.0055	1,835	5,834	5,720	19.1	5.1	30.1	11.8	41.4	39.4	11.8	16.9	7.6	26.8
Lopan		31.9	.8186	8.6	9.2	16.7	48,300	.0162	1.514	5.818	5.249	22.2	6.3	21.3	13.2	37.8	28.3	12.3	18.8	8.4	23.4
Lincoln		16.7	.0087	4.0	4.7		24,984	.0084	1,496		5,230	17.7	4.8	19.5	11.5	43.3	40.5	13.6	19.8	6.9	23.4
McDanough		30.0	.0174	9.6	11.0	15.4	48,953	.0165			4,449	27.8	9.1	23.9	17.1	35.3	41.2	8.7	15.4	4.3	17.2
Macomb		12.1	.0070	2.8			22,857	.0076			4,286	26.1	8.1	21.3	14.5	37.6	41.6	9.9	16.6	5.1	19.2
McHenry		61.5	.0358	18.7	18.7	22.0	116,570	.0390	1.895	6.234	6.202	17.4	4.3	17.5	9.6	41.0	36.3	15.1	20.2	9.0	29.6
Woodsteek		8.6	.0050	2.7	3.0		20,224	.0068		7,490		10.0	2.2	12.9	8.1	46.2	35.8	19.6	23.0	11.3	32.9
Crystal Lake		7.2	.0042	2.1	2.1		14,663	.0049		6.982		14.5	3.2	14.7	7.2	41.8	83.1	17.2	20.7	11.8	35.8
McLean	185	90.0	.0523	28.0	32.3	46.4	171,629	.0876	1,907	6,130	5,303	20.4	5.5	19.8	11.8	39.2	37.7	13.1	19.0	7.5	26.0
Normal		47.6	.0277	14.8			89.945	.0225	8,100	6,989											
△Bloomington		36.2	.0210				77.494	.0260		6.739		17.0	4.3	18.1	10.0	41.9	375 6	14.3	19.5	8.7	28.6
Macon	38	112.6	.0655	36.0	38.1	87.9	218,897	.0723	1,916	5,982	5.651	16.7	4.4	18.7	10.9	43.3	40.9	14.4	20.5	8.9	23.3
▲Decatur		75.0	.0436	.24.0	26.9	1111	153,216	.0514	2,043	6,384	5,688	14.6	3.7	17.3	9.7	45.3	41.1	15.3	21.0	7.5	24.5
Macoupin		43.1	.0250	14.0	14.0	16.3	88,459	.0230	1,588	4,890	4,866	24.8	7.9	22.0	15.1	38.8	43.7	10.4	17.8	4.0	15.5
Madison	124	217.1	.1263	67.7	69.8	152.7	309,104	.1338	1,838	5,898	5,716	15.8	4.2	17.3	10.0	45.5	43.1	15.3	21.9	6.1	20.8
Alton		35.6	.0207	11.3	12.5		73,017	.0241	3,023	6,371	5,724	15.8	4.0	16.5	9.2	44.4	40.2	15.6	21.4	7.7	25.2
Granite City		37.2	.0217	11.2	12.1		70,969	.0238	1,908	6,337	5,829	10.3	2.6	15.6	8.7	50.8	45.8	17.1	23.2	6.2	19.7
Edwardsville		10.3	.0080	3.1	3.3		12,803	.0067	1,923	6,388	5,950	13.9	3.5	14.6	7.9	46.4	41.3	17.8	23.9	7.3	23.4
6Collinaville		13.5	.0078	4.3	4.3		25,261	.0034	1,871	5,878	5,821	17.5	4.6	17.5	10.0	43.3	40.8	14.9	21.3	6.8	23.3
Wood River	1	12.0	.0070	3.8	4.0		24,922	.0084	2,077	6.551	6,223	1 10.0	2.4	12.1	6.4	51.4	44.2	19.5	25.3	7.0	21.7

5 Streator is in La Salle and Livingston counties.
6 Collinsville is in Nadison and St. Clair counties.

© SM, 1958.

SM Standard (A) and Potential (Δ) Metropolitan County Areas. Before using these figures read foreword, page 13.



MAY 10, 1958

Can you name the 1st market in this area?

How many
Peoria
MINN. LA CROSSE TETA
WIS.
MADISON

WATERLOO
DUBUQUE
CEDAR RAPIDS

ROCKFORD.
AUGORA
JOLIET

DIS MOINES

BAVENPORT

ROCK ISLAND
MISLINE

TOWA

PEORIA

PEORIA
ST. JOSEPH

DECATUR
SPRINCPIELD

How many media buyers know that Metropolitan Peoria has more people (281,200)* and more retail sales (\$370,963,000)* than any other area in Illinois (except Chicago) . . .

more than any other area in Iowa
... in Wisconsin (except Milwaukee) ... in Missouri (except St.
Louis and Kansas City) ... in
Minnesota (except MinneapolisSt. Paul) ... even in Indiana
(except Indianapolis).

Peoria Journal Star delivers a daily circulation-to-homes ratio of 94.2% in Metropolitan Peoria... also reaches out with 100,000-plus circulation to cover a 13-county billion-dollar market. R.O.P. color 7 days a week...ideal test market.

*Source: 1958 S. M. Survey of Buying Power

Peoria Journal Star affiliate Wards

affiliated with WTVH Ward-Griffith Co., National Reps.

		J		PULAT		58	EF! BU	FECTIVE YING IP	COME	_ (M ES	TIMAT	ES, 19	957	Thi					inal, es	
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	vn of H	lousehe	lds		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Unita (thous,)	Pog. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Haid.	C. S. U.	\$8-2 % Helds.	9/0	\$2,500 % Halds.	%	\$4,000 % Halds.	%	87,000 % Halda	OY.	\$10,000 % Halds.	0%
Marion		41.5	.0241	13.4	13.8	19.6	68,394	.0229	1,648	5,104	4,924	24.3	7.5	22.0	14.9	38.7	42.5	10.3	17.1	4.7	18.0
1Centralia		13.4	.0078	4.4	4.9	1	25.613	.0086	1,911	5,821	5,207	20.0	5.6	19.2	11.7	42.0	41.9	12.8	19.4	6.0	21.4
Salem		6.6	.0038	2.1	2.1		11,807	.0039	1,789	5,622	5.512	20.4	5.7	20.8	12.5	40.5	40.1	11.5	17.2	6.8	24.5
Marshall		13.5	.0078	4.2	4.2		23,203	.0076	1,719	5,525	5,409	23.0	6.5	21.5	13.3	37.2	37.4	11.3	17.2	7.0	25.6
Mason		15.8	.0062	5.2	5.2	4.6	27,313	.0091	1,729	5,253	5,212	23.3	6.9	22.7	14.7	37.4	39.4	10.8	17.2	5.8	21.8
Massac		18.0	.0105	5.9	5.9	7.0	21,712	.0073	1,206	3,688	3,640	39.9	16.9	26.7	24.7	28.9	40.6	4.9	11.2	1.6	6.6
Metropolis		7.0	.0041	2.4	2.4		9,149	.0031	1,307	3,812	3,767	37.7	15.5	25.7	22.7	29.3	42.7	5.8	12.9	1.5	6.2
Menard	-	9.0	.0032	2.7	2.7		14,745	.0050	1,638	5,461	5,333	23.5	6.7	23.4	14.6	36.0	36.8	10.0	15.4	7.1	26.5
Mercer,		18,6	.0108	5.8	6.1	3.2	30,067	.0100	1,617	5,184	4,927	25.7	7.9	22.3	14.8	37.0	40.4	9.6	15.0	5.4	21.1
Mancue		14.0	.0082	4.2	4.4	3.1	22,595	.0076	1,614	5,380	5,120	19.6	5.8	22.7	14.6	42.1	44.2	10.5	16.7	5.1	18.7
Montgomery		30.5	.0177	10.0	10.0	13.2	45,881	.0154	1,504		4,547	30.2	10.3	24.2	17.9	33.3	40.2	8.3	15.1	4.0	
Morgan		37.0	.0215	10.4	11.7	24.2	58,858	.0197	1,591	5,659		25.2	7.3	22.0	14.0	36.3	36.6	10.6	16.5	6.9	25.6
Jacksonville		24.2	.0140	6.0	8.0		39,191	.0132	1,619	6,532	4,868	20.5	5.6	19.5	11.7	40.6	39.6	12.1	17.9	7.3	25.2
Moultrie		13.7	.0060	4.2	4.3	3.6	22,779	.0077	1,663	5,424		20.2	5.9	23.7	15.0	39.1	40.4	11.3	17.7	5.7	
Ogle		34.7	.02:02	11.0	11.1	11.9	81,764	.0207	1,780	5,615	5,528	20.0	5.6	20.1	12.2	40.2	39.7	13.3	19.9	6.4	22.6
Peoria	105	193.2	.1123	59.8	67.7	155.4	395,151	.1325	2,045	6,608	5,836	13.3	3.3	16.8	9.0	45.8	40.3	15.9	21.1	8.2	26.3
▲Peoria		119.3	.0694	37.1	46.0		264,988	.0888	2,221	7,143	5,758	10.8	2.6	15.7	8.1	47.8	40.4	16.8	21.4	8.9	27.5
Perry		20.5	.0119	6.2	6.2	10.1	26,920	.0090	1,313	4,342	4,330	29.4	10.5	25.9	20.2	34.3	43.6	7.7	14.8	2.7	10.9
Platt		13.8	.0080	4.4	4.4	2.7	24,467	.0082	200000		5,471	23.4	6.6	23.0	14.0	34.9	34.8	11.1	16.8	7.6	27.8
Piks		21.0	.0122	6.8	6.8	3.5	29,400	.0099	1,400	4,324	4,297	33.6	12.1	25.5	10.9	30.2	38.6	7.2	14.0	3.5	15.4
Page		5.0	:0030	1.5			4,940	.0016		- Ac-parameter	- which	47.5	23.2	27.1	28.7	21.8	37.9	3.1	8.1	.5	2.1
Pulaski		12.9	.0075	3.8	3.8		13,649	.0046	1,058	3,592		43.7	19.2	27.5	28.1	22.8	36.5	3.9	9.3	2.1	9.9
Putnam		4.1	.0023	1.2	1.2		5,983	.0020	1,459	4,986	4,978	25.0	7.8	24.6	16.7	35.5	30.2	9.8	16.4	5.1	19.9
Randolph		30.5	.0178	8.5			43,808	.0147	1,436	5,154	4,884	22.4	7.1	25.6	17.6	38.3	43.3	9.7	16.6	4.0	0000
Richland		17.0	.(1099	5.8	5.8	9.0	26,267		1,545	4,529		27.6	9.5	24.0	18.0	37.0	45.0	8.3	15.2	3.1	
Olney	1	9.0	.0052	3.0	3.3		15,939	.0053	1,771	5,313	4,709	20.5	6.4	22.0	14.8	43.6	48.2	10.3	17.2	3.6	13.4

1 Centralia is in Clinton and Marion counties. SM Standard (Δ) and Potential (Δ) Metropolitan County Areas,

Before using these figures read foreword, page 13. © SM, 1958.



ROCK ISLAND COUNTY, ILLINOIS

(Rock Island, Moline, East Moline)

and SCOTT COUNTY, IOWA

(Davenport)

comprise the Standard Metropolitan County Area of

THE QUAD-CITIES

For More Market Data Turn To The Metropolitan County
Area Section Under Area No. 36

The Dispatch and The Argus newspapers cover 9 out of 10 homes on the Illinois side of the Quad-Cities. Station WHBF (CBS radio and television) is "The Quad-Cities" Favorite". Complete current data on the Quad-City Market will be sent on request.

THE MOLINE DISPATCH
THE ROCK ISLAND ARGUS
STATION WHBF and WHBF-TV

		J		OPULAT STIMAT	ION ES, 1/1/	58		FECTIVE		_ 6	M ES	TIMAT	ES, 1	167						jinal, e: AGEME	
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	en of H	louseho	lds		
(continued)	Area	Total (theu- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pap. (thou- sands)	Net Dollars (960)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	% Halds.	%	\$2,500 % Halds.	9%	\$4,000 % Hisids.	-6,999 % Inc.	\$7,000 % Halds	-9,999 % Inc.	\$10,000 % Haids.	%
Rock Island Rock Island- Moline-East	36	151.4	.0880	46.5	80.9	122.8	301,247	.1010	1,990	6,478	5,908	11.3	2.8	14.7	8.0	49.9	44.1	17.1	22.8	7.0	22.3
Moline		108.8	.9630	33.0			227,047	.0768	8,098	6,880											
▲Rock Island		50.1	.0292	16.0	18.2	-	104,810	.0351	2,086	6,532	5,734	11.4	2.9	14.3	7.8	50.9	45.4	16.7	22.5	6.7	21.4
▲ Moline		42.7	.0248	13.5	15.5		96,251	.0323	2,254	7,130	6,210	10.0	2.3	12.9	6.5	49.3	40.6	18.8	23.4	9.0	27.2
East Moline		15.4	.0090	3.5	4.3		26,286	.0088		7,510	5,985	9.0	2.1	11.5	5.8	50.0	42.1	22.2	28.3	7.3	21.7
St. Clair	124	240.0	.1395	72.5	82.4	173.2	409,874	.1373	1,707	5,651	4,966	20.6	8.0	19.5	12.5	42.3	44.0	12.7	20.0	4.9	17.5
East St. Louis		88.7	.0515	26.7	29.9		145,351	.0487	1,639	5,444	4,856	21.1	6.4	21.4	14.0	41.1	44.2	12.1	19.6	4.3	15.8
Belleville		40.4	.0235	13.1	13.7		74,288	.0249	1,839	5,671	5,403	19.5	5.4	19.2	11.7	42.1	41.9	13.2	19.8	6.0	21.2
Saline		28.1	.0164	9.2	9.2	15.1	40,797	.0137	1.452	4,434	4,398	32.2	11.3	24.1	18.5	32.2	40.2	7.9	14.8	3.6	15.2
Harrisburg		11.0	.0064	3.7			19,106	.0064			4.831	27.4	8.5	22.2	15.2	35.2	38.8	9.8		5.4	
Sangamon	141	140.2					270,343			5,942		17.8	4.8	20.0	11.8	41.7	40.0	13.6		6.9	
▲Springfield		88.5					185,335			6,325		15.7	4.1	18.8	10.7	43.4	40.0	14.7	20.5	7.4	
Schuyler		8.9	.0051	2.9	2.9		11,553		1,298	3,984	3,893	34.4	13.6	28.8	24.8	29.1	40.9	5.6	11.9	2.1	8.8
Scott		8.7	.0039	2.1			10,844	.0037	1,619	5,164	5,058	29.1	8.8	23.7	15.7	31.1	33.5	9.2	15.0	6.9	27.0
Shelby		24.0	.0140	7.8	7.8	4.5	35,217	.0118	1,467	4,515	4,460	30.7	10.6	24.7	18.6	32.9	40.4	8.0	14.9	3.7	15.5
Stark		7,8	.0045		2.4		13,622			5,676		21.8	6.0	21.8	13.2	37.1	36.6	12.0	17.8	7.3	26.4
Stephenson		48.0	.0279	15.4	16.1		85,469			5,550		20.1	5.7	20.6	12.8	40.8	41.4	12.9	19.9	5.6	20.2
Freeport		25.6					49,217			5,930		17.4	4.8	18.8	11.1	43.4	42.0	14.3	21.0	6.1	21.1
Tazewell	106	88.0	.0512				00.00000			6,021	5,978	13.4	3.5	16.8	9.4	47.6	43.7	15.7	21.8	8.5	21.6
Pekin		26.1	.0152		8.9		54,585	.0183	2,091	6,577	6,087	10.6	2.6	14.2	7.6	49.9	43.1	17.8	23.3	7.5	23.4
East Peoria		12.6	.0073	3.8	4.1		23,433	.0078	1,860	6,167	5,610	10.0	2.6	17.0	9.7	52.4	48.9	15.3	21.6	5.3	17.2
Union		19.5	0.000	1		1	20,583	1		3,808		36.8	15.0	27.9	24.8	28.2		5.3		1.8	9.00
Vermilion		92.0	.0535	-		2000	165,537			5,631		16.6	4.7	22.3	13.5	43.2	43.1	12.1	18,2	5.8	100000
△Danville		43.0		0.000	15.5		83,503			5,922		16.4	4.5	20.2	12.1	44.2	42.9	13.1	19.2	6.1	
Wabash		14.5	.0085				25,571		1	1	1	22.8	6.5	20.5	12.8	39.1	39.9	11.1	17.1	8.5	23.7
Mount Carmel	1	1 10.1	.0059	3.3	3.6	1	19,255	.0065	1,906	5,835	5,247	21.2	5.9	20.0	12.2	40.3	40.0	11.7	17.6	6.8	24.3

6 Collinsville is in Madison and St. Clair counties. SM Standard (\triangle) and Potential (\triangle) Metropolitan County Areas.

Before using these figures read foreward, page 13. © SM, 1956.

			SH	POPUL	ATION	/1/88	8	FFECTIV	E INCOMI	- 6	CH/S	ESTIMA	TES, 1	957	The	"SM"	aymb	ois mai	k origi MANA	GEMI	ENT.
COUNTIES	Me- tro- poli-			Hee	Cos sum	er Urban					Incom			In	come B	reakdev	vn of t	lousehe	ide		
CITIES (centinued)	Area	Tota (thou sands	- of	A. Inol	m- in	ts eands)	Net Dollars (008)	U.3.A	Per Capita	Per Haid.	Per C. S. I		1-2,400 % ia. ima.	\$2,800 % Halda	3-2,000 % ins.	84,000 % Halds.	QL.	87,000 % Halds.	OF	Holds.	% Inc.
Warren		21	.1 .01	81	8.2	11.						-		24.1	16.1	35.0	38.1		18.7	8.7	22.2
Meamouth						1.3	20,08			1				31.8	14.6	35.3	28.9	-	16.2	5.4	21.7
Washington						4.4	18,21	-				_		-		23.6	45.2	-	13.2	1.9	7.6
Wayne			1.2 .01			8.0 6.	25,00								19.5	30.2	38.6		16.3	5.1	15.3
White			0.5 .0	119	6.4	8.4 8.	80.81	.010	3 1,501	4,818	4,78	1 29.	4 9.5	99.8	15.6	34.1	39.2	10.0	17.8	4.5	18.2
Carmi						2.3	19.61		-		1					26.4	36.9	13.3	18.7	6.7	24.8
Whiteeide				-		8.9 30.		-			1			1			43.4	12.3			18.5
Falla			7.8 .0.	158	8.5		40.00	.016	1 1,761	5,050											
Starling			1.00			5.4	31,30					0 13.	7 3.8	16.6	9.1	46.9	43.4	15.6	21.3	7.3	23.7
WIII		183	0.0	148 4	7.2 4	8.9 108.	8 300,5	.100	6 1,844	6,388	6,13	7 13.	3 3.1	15.3	8.2	46.6	40.9	17.0	22.6	7.8	25.0
Joliet	-	63	0.6	1864	8.6 2	1.4	188,6	.044	8 2,130	7,187	6,33	4 10.	0 2.1	12.4	6.3	48.7	39.7	19.7	24.8	0.2	27.4
Williamson		4	7.8 .0	278 1	5.8 1	5.8 27.	3 65,1	.021	9 1,377	4,122			0 12.1	26.5	21.6	32.5	43.6	6.8	13.8	2.2	8.9
Herrin						3.4	15,5		- Free	1						37.9	46.3	8.6	15.9	2.7	
Marion		30	0.6 .0	063	3.5	3.7	16,5	.001	5 1,56	4,738	4,40	28.	3 9.7	24.6	18.2	35.4	43.0	8.4	15.5	3.3	13.6
Winnebage	120	19.	4.7 .10	074	8.4 0	2.4 148.	3 380.8	16 .127	5 2,080	6,516	6.0	0 12	2 3.0	15.1	8.1	47.4	41.2	17.4	22.9	7.9	24.8
▲ Roekford		1				3.8	270.8				-					48.5	40.0	19.3	24.0	9.0	
Weedford		2		777	6.9	6.9	39,1	.011	1,70		1	19		0.000		40.3	30.2	12.4	18.3		24.7
Tetal Above Cities.		6,84	5.0 8.8	063 2,01	4.4 2,33	8.6	15,006,8	5.08	6 2,29	7,480	6,4	8 11	.5 2.1	5 14.3	6.9	44.0	34.5	18.9	33.4	11.3	33.7
State Tetal		9,68	6.0 5.6	141 2,91	1.9 3,29	1.8 7,663.	3 20,225,4	03 6.78	3 2,00	8,78	6,14	14 14	.7 3.0	16.4	8.5	42.5	36.0	16.7	21.4	9.7	30.6
	6		OPULA		1/88	SM	E. B. I.	TES, 1967	-					POPULA		/1/86	1	SH	E. B. ESTIP	I.	5, 1957
METRO. AREAS	Total (thou- oneds)	% U.S.A.	House- hold (theu- cando)	Con- sumor Spend- ing Units	Urban Pop. (thou- sands)	Net Dellers (\$000)	of C	Per Per lap- H'or		METRO		Total (theo- sande)	3 U.S.A.	House- hold (thou- sande)	Con- sums/ Spend ing Units	- Por (Wea	0-	Not Dollars (\$000)	% U.S.A	Per Cap	- H'se
				(thous.)		-			- -		_				(thous.	-			-	-	_
△Bloomington △Champaign-	90.0	.0003	26.0	32.3	46.4	171,6	.0878 1	,907 6,13	ΔK	nieeburg ankakee		57.5 86.0	.0835	18.8			7.9	106,53			5,66 6,13
Urbana	125.0		38.8	87.4			18 .0817 2			ia		281.2	7.0000	87.1			2.8	580,82			6,42
Chicage	92.0		29,4	2,173.0	- French		88 4.9630 2 87 .0688 1		11 Reci	uiney cford ngfiold .		184.7 140.2	0.000	21.3 58.4 46.5	62.	4 14	18.4 18.3 17.0	108,01 380,81 279,34	8 .127	8 2,00	14 5,07 10 6,51 28 5,94
Mailna	287.1	.1868	82.8	91.6	218.	887.4	.1782 1	.9008.1	Total	d Above	Areas	7.788.5	4.8174	2,385.1	2.885	4 8.90	5.0 17	.367.96	4 5.833	2 2.21	10 7.29
				2000									Samuel of							1	1.00

For PROFITABLE Selection of Markets

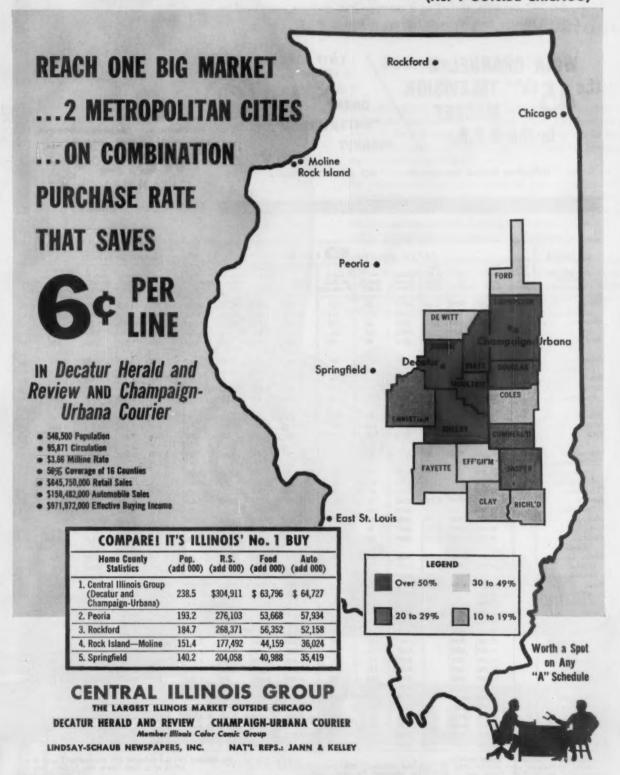
A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

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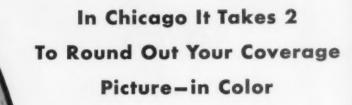
ILLINOIS	Me-			RET	TAIL S	ALES-	SM	ESTIMA	TES, 1	957					rk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$889)	of U.S.A.	Pur Haid, Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (3000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Adams	250	75,206	.0375	3,531	.0370	96	97	17,511	6,972	10,761	3,910	5,203	11,845	3,979	6,952	2,738
△ Quincy		05,771	.0020		.0280	111	130	14,776	5,997	10,619	3,888	5.008	10,304	2,807	5,566	2,653
Alexander		19,786	.0099	2,953	.0099	82	82	3,381	2,410	1,003	1,213	976	5.822	2,797	043	390
Cairo		16,456	.0062		.0065	102	128	2,423	1,617	824	1,213	914	5,439	2,080	489	368
Bond		12,888	.0084	3,143	.0064	88	96	3,097	652	785	341	340	2,991	1,434	1,353	191
Boone		21,821	.0108	4,004	.0106	102	104	4,902	1,468	1,302	511	640	5,958	2,098	2,436	442
Belvidere		18,175	.0091		.0075	119	144	4,548	1,053	1,226	512	478	5,829	1,488	1,288	442
Brown		7,186	.0036	3,422	.0034	92	97	1,778	349	183	265	219	1,224	630	1,511	158
Bureau		38,248	.0191	2,854	.0226	93	79	8,716	2,959	1,991	818	1,115	8,333	2,708	7,618	769
Princeton		13,464	.0067		.0051	138	181	3,573	483	798	526	588	3,316	748	2,080	244
Calhoun		5,329	.0026	2,615	.0029	71	63	438	351	1,342	37	39	854	920	738	***
Carroll		23,840	.0115	3,716	.0111	160	104	4,377	1,818	696	713	692	4,521	2,080	4,578	291
Cass		18,814	.0078	3,879	.0078	100	103	4,659	1,317	988	541	209	3,087	1,512	2,381	478
Champaign	192	141,758	.0708	4,257	.0817	112	97	28,007	10,347	21,060	6,600	5,993	28,183	12,313	14,414	4,787
Urbena		107,818	.0535		.0549	193	190	81,919	7,898	19,154	6.089	5,437	90,487	8,100	7,184	4,194
△Champaign		86,290	.0431		.0376	131	151	14,151	5,323	16,415	5,668	4,391	19,898	5,698	5,757	2,999
△Urbana		20,913			.0173	107	65	7,768	1,973	2,739	421	1.046	539	3,402	1,427	1,195
Christian		48,012		3,841		103	107	11,325	3.072	2,984	1,658	2,769	9,465	3,207	5,643	1.004
Taylorville		21,206	.0106	0,00	.0079	136	183	5,740	990	1,915	978	1,566	4,990	1,415	1,414	602
Clark		16,300		2,984	.0006	87	82	3,064	1,082	688	200	670	3,499	1,780	2,613	354
Clay		15,450	.0078	2,711	.0087	84	76	2,887	866	2,052	744	888	3,127	1,837	1,625	280
Clinton		20,013		3,127	.0109	81	75	4,643	1,897	1,200	583	779	3,828	1,408	3,956	218
Coles		56,361	.0281	4,178	.0253	103	115	12,291	3,219	5,482	3,219	2,713	13,413	4,538	4,535	1,745
Mattoon		34,801	.0174		.0127	123	169	7,673	2,139	3,809	2,367	1,385	8,574	2,657	2,715	1,181
Charleston	1.1	17,107	.0065		.0068	115	144	3,833	805	1,060	852	1,223	4,646	1,202	781	565
Cook	28	7,006,840	3.5300	4,502	3.5058	125	123	1,866,803	683,354	1,440,026	563,925	347,921	1,132,849	348,454	270,072	232,727
2▲Chicago		5,534,233	2.7657		2.7872	125	124	1,145,440	538,538	1,261,390	463,561	287,948	846,951	238,304	164,082	182,203
Evanston		130,204	.0661		.0704	160	150	23,616	6,271	27,242	18,171	10,127	26,833	4,597	3,894	3,959
Oak Park		125,900	.0639		.0588	166	178	20,133	2,949	18,220	18,896	3,128	46,984	4,336	2,986	4,400
Cisero		91,964	.0400		.0475	120	116	26,069	10,441	2,775	5,181	3,353	21,160	4,990	6,039	2,743
Berwyn		198,734	.0643		.0447	146	177	81,238	5,725	7,792	7,539	5,946	22,030	5,646	17,906	3,545
Chicago Heights		57,561	.0288		.0218	128	100	10,588	2,809	7,324	3,824	4,167	16,212	5,174	2,805	1,134
La Grange		46,900	.0220		.0158	182	253	12,267	1,402	5,236	2,944	1,644	10,714	2,840	3,853	1,541
Harvey		44,186			.0176	121	152	12,462	2,866	2,856	1,807	1,411	14,737	3,498	1,053	1,405
Blue Island		53,100	.0205		.0173	149	228	11,051	3,995	5,916	2,732	1,332	18,706	3,188	4,454	1,341
Maywood		32,630	.0163		.0200	118	96	8,555	2,022	432	1,238	989	12,123	2,934	2,137	1,042
Winnetka		27,267	.0136		.0157	201	174	5,542	834	1,871	5,792	1,691	4,888	1,886	1,491	1,329
River Forest		38,370			.0146	209	274	4,000	623	27,826	681	1,395	728	1,700	657	364
Des Plaines		49,361	.0947		.0224	126	130	13,918	3,219	4,049	2,589	1,307	9,177	2,799	5,025	1,677
Park Ridge		36,000	.0175		.0233	139	104	9,261	1,358	1,192	2,346	1,985	11,415	1,740	3,210	1,337
Wilmette		36,508	.0168		.0205	189	130	11,773	1,300	1,673	1,104	1,658	9,673	2,711	1,138	1,242
Elmwood Park		20,648	.0146		.0165	119	106	10,077	3,218	2,501	1,458	1,058	3,654	1,700	1,077	953
Melrose Park		25,466	.0127		.0124	110	113	7,800	2,231	1,774	1,718	919	2,429	2,106	4,448	352

¹ Controlle is in Clinton and Marion countles.
2 General morchanoline sales includes sales of "non-store ratailers." This category was included in the 19460 Census and is particularly significant for cities listed in the coldocal introduction, starting on Page 13, under heading "Mail Order."

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

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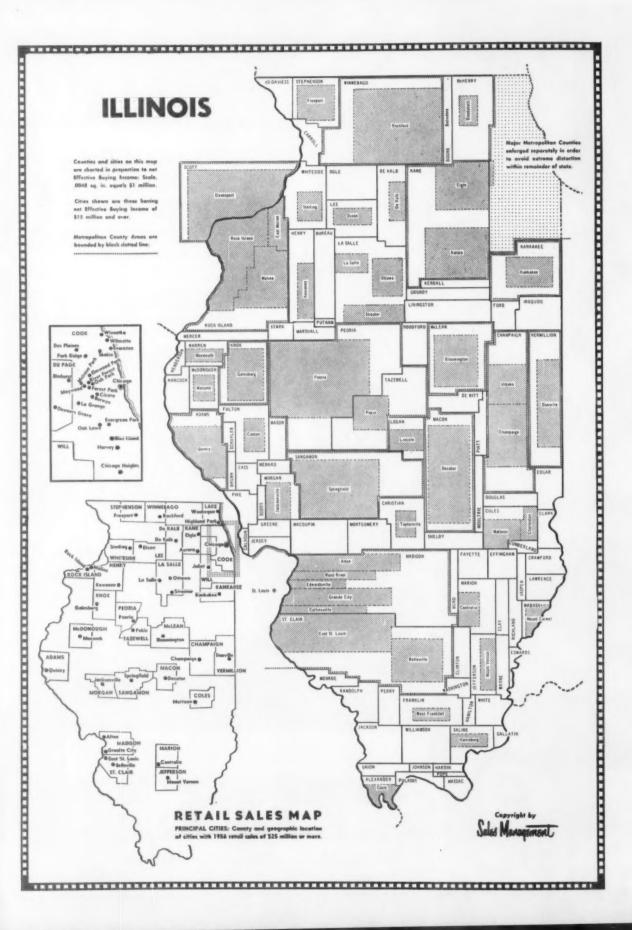
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Sun-Times Plaza, Chicago II, Illinois

WHitehall 3-3000

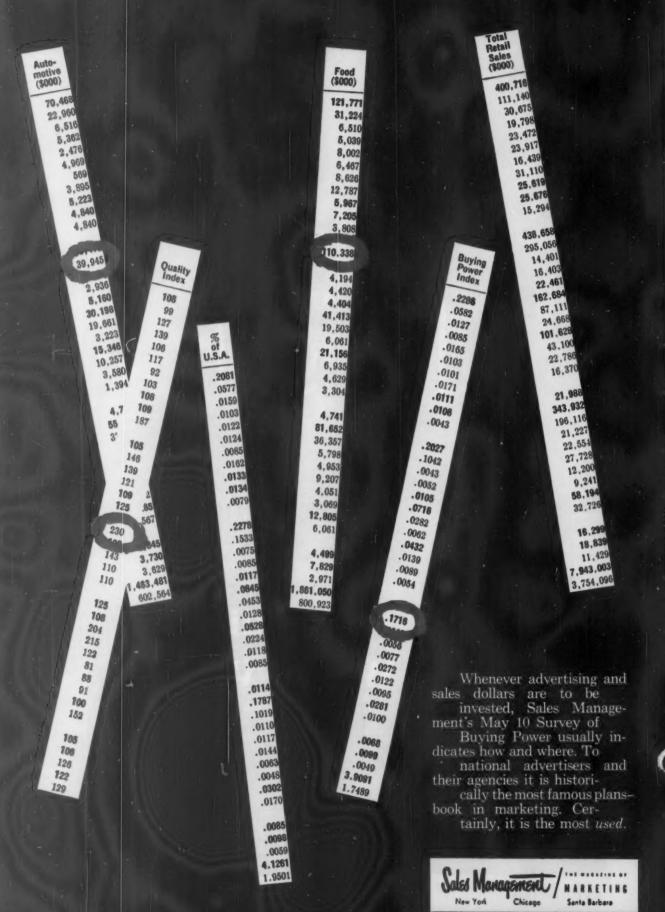


Quality Integrity



WGN·Radio WGN·TV

CHICAGO, ILLINOIS



ILLINOIS	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 11	887		sive	estimates	by SALES	rk original, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Heid. Retail Sales	Buying Pewer Index	Quality Index	Index of Sales Production	Food (8000)	Eating & Drink. Plasse (\$000)	General Mdee. (\$000)	Apparel (\$000)	Furn House- Appl. (8000)	Aute- metive (\$000)	Gas Stations (8000)	Lumber- Bidg. Hdwre. (\$000)	Drug: (3000
Forest Park		25,988	.0130		.0120	138	128	4,500	8,117	3,317	130	1,083	1,266	2,881	3,196	
Skokie		55,129	.0180		.6328	115	99	11,998	8,788	4,743	1,789	1,025	10,487	4,340	4,686	1,6
Brookfeld		15,457	.0077		.0136	106	65	5,939	1,453	1,390	205	701	2,619	1,370	279 636	1
Calumet City		18,935	.0070		.0129	101	55	2,986	4,837	236	64	413	250 684	3,330	5,303	4,7
Evergreen Park Arlington Heights.		67,535	.0837		.0004	189	263 113	19,337 9,258	1,784	1,915	5,918 733	1,350	7,587	3,111	1,594	1
Glenview		39,341 18,333	.0147		.0161	130	105	7,135	1,663	657	877	189	3,589	1,683	1,387	2
Lansing		16,061	.0080		.0101	101	80	2,795	743	647	1,065	334	3,798	3,883	1,514	4
Oak Lawn		33,816	.0154		.0143	123	141	11,004	3,184	828	565	700	7,784	3,787	2,685	1.1
Park Forest		38,316	.0141		.0174	105	85	2,179	233	18,038	2,856	1,678		615	578	
3Barrington 4Elgin		19,305	.0006		.0057	190	320	1,125	655	5,440	440	483	5,394	1,772	2,310	
5Hinedale awford		20,257	.0102		.8110	89	83	5,026	1,036	1,297	722 177	1,266	5,106 980	1,980	2,818 1,303	
imberland		7,612		2,719	.0042	78	70	1,284								
Kalb		69,777	.0348	4,307	.0338	107	110	12,960	4,608	4,746	2,796	2,805	18,354	5,600	9,827	1,
De Kalb		32,837	.0164		.0134	120	171	6,401	2,170	3,860	1,552	1,218	10,483	2,170 2,017	3,360 2,522	
e Witt		21,322	.0107	3,808	.0109	109	169	4,482	1,227	1,312	605 463	928	8,463	986	1,398	
ouglas		18,973 23,981	.0066	4,360	.0102	97	113	5,606	1,388	1,588	567	820	5,880	1,629	3,933	
Page	28	248,296		3,486	.1647	113	85	76,882	16,400	11,053	9,735	6,170	48,130		28,473	9.
Elmhurst		49,368			.0278	133	119	15,768	2,255	3,848		2,433	13,388	2,780		1,
Downers Grove		38,675			.0148	123	123	9,318	1,043	1,007	1,265	506	6,738	1,901	4,581	
Wheatan		36,604			.0167	130	104	7,350	635	1,647	1,106	1,053	8,516	1,487	3,061	1
5Hinsdale		16,707			.0108	148	114	4,378	764	687	988	518	8,195		1,154	
Glen Ellyn Lombard		17,303			.0126	143	76	6,391	714 778	740 871		178 178	1,680			
Naperville		17,340			.0128	112	200	4,873	977	761	350	413	4,359		3,451	
lpar		23,708		3,879		92	86	5,833		1,894		1,019	4,983			
Paris		17,493		0,010	.0067	118	188	4,880		1,438		817	4,188	1		
lwards		10,096		3,985		82	91	1,862				292	3,114			
Hingham		30,226			.0124	98 135	119 223	5,807			1		7,748 5,963	1		
yette		21,278	1			81	75	4,476			1		4,881		1	
ord		19,981	1	1		100	109	3,421					3,964		1	
anklin		38,486				88	76	11,210	1				7,000			1
West Frankfort		18,118			.0063	85	319	4,345					3,305			
Canton		47,281	1			94	84	10,794	1	1	1		12,410			1
allatin		\$4,517 7,887			.0096	126 82	161	1,002					6,872			
reene		18,674		1		82	75	3,201					3,886			i
rundy		22,849				91	78	5,384					4,537			
Marris		13,781 8,421			.0036	117 73	144 84	2,061					2,981			
anceck		24,376	.0121	2,788	.0187	87	77	5,671	1,782	1,164	481	1,039	4,881	1,800	4,713	
ardin anderson		3,744 5,936		1		88	48 65	1,031				5	1,026			1
enry		61,181				101	107	11,001					15.090			
Kewasse		39,301	1		.0119	111	136	6,411	1							
oqueis		38,800				94	98	6,484					8,171			
Wateeka		13,391			.0041	133	200	3,566								
cksen		48,814	.0284	3,694	.0223	95	180	18,321	3,343	2,36	2,981	2,738	12,000	4,311	3,845	1
Carbondale-Herrin-							1									
Murphysboro		58,137			.0890	116	183	18,89					17,84			
Carbondale Murphysboro		19,018		1	.0098	194	158	4,976								3
asper		7,851 37,184		1		78	50	1,977								
Mount Vernon		81,58	1		.0188	117	152	5,97							1	
reey		14,48				81	81	3,44								
Jerseyville		19,85			.0014	102	149	2,90	1							
Daviess		23,78				91	94	4,88					4			
ihnsan		8,811				68	66	1,38			1					
Auren		287,270	1			117	128	59,41	1	1			1	1000		
Aurera	1	104,70			.0436	180	156	25,79								
4Elgin		83,39 16,37			.0336	193	151	17,04								
ankakee		104,78				97	105	24,79								
△Kankakee		78,87			.0837	144	323	17,46	1							1
endall		14,88				100	223	4,88								
(nox		79,22				180	118	16,84		1						
		10,44	1 1 4 4 4 1	41034	1 10000	100	1 110	10,00			7,07	. 0,000	10,00	w. w. 10		7.5

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3 Barrington is in Cook and Lake counties.

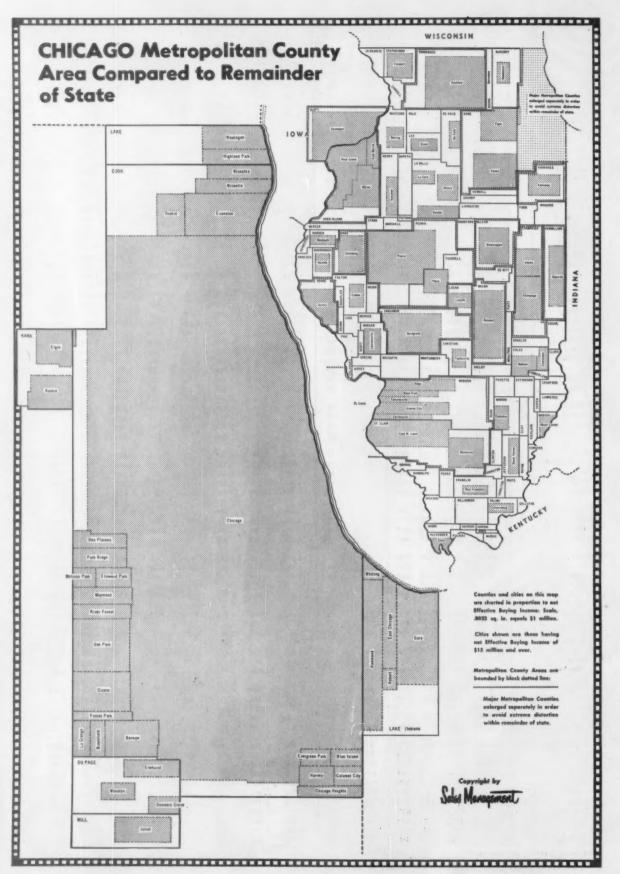
4 Elsin is in Cook and Kane counties.

5 Hinsdale is in Cook and Du Page caunties.

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreward, page 15.

(C) SM, 1958.



\$233 MILLION RETAIL SALES

POHTIAC

NOTOMINATOR

AN Chicago AREA NEWSPAPER

FOR AREA INTERESTS

in this Rich 7-County Illinois Market

178,635 exceptionally prosperous people with incomes 20% above national average, live in this area. Retail purchases by 38,960 Daily Pantagraph subscriber families in these counties constitute the 5th largest newspaper market in Illinois, Chicago excluded.

- 5th largest in Automotive sales
- 7th largest in Food sales
- 7th largest in Drug sales

Get your share of our \$233,086,075 market by using this dominant newspaper. These figures are based on ABC Audit and 1957 Sales Management Survey of Buying Power.

YES, WE NOW ACCEPT

COLOR. (BLACK AND TWO OTHERS)

Represented by Gilman, Nicoll & Ruthman

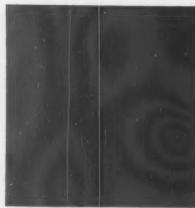
THE

Daily Pantagraph

BLOOMINGTON - NORMAL, ILLINOIS

ILLINOIS	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957					rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (8000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (8000)	Aute- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (8000)	Drugs (\$000)
Lake	28	316,639	.1582	4,410	.1784	118	105	80,800	28,192	32,805	16,938	13,631	58,969	27,528	25,814	10,231
Waukegan		101,788	.0509		.0402	141	178	23,169	7,267	18,889	9,231	7,456	17,332	6,407	3,585	3,686
Highland Park		43,705	.0218		.0214	160	163	9,629	526	3,675	2,784	2,620	14,315	2,110	4,333	1,378
Lake Forest		16,475	.0082		.0080	145	149	4,680	358	1,571	1,019	612	4,220	715	1,002	1,178
Libertyville 3Barrington		16,698	.0083		.0066	150	189	2,961	869	581	871	445	6,185	1,178	1,935	62
La Saile		135,950	.0679	4,196	.0652	106	112	31,041	14,327	11,748	3,088	7,508	27,563	8,771	13,419	4,48
Oglesby		37,499	.0187		.0176	113	120	8,844	5,648	2,505	2,832	2,753	8,401	1,884	2,686	983
6Streator		29,628	.0148		.0123	118	142	7,672	2,235	2,936	2,260	1,613	6,283	2,034	2,012	709
Ottawa		35,915	.0179		.0139	131	169	7,768	2,967	4,749	2,051	2,209	7,620	2,015	2,062	1,93
La Salle	100	27,861	.0139		.0098	131	185	5,535	4,643	1,862	2,169	1,963	7,417	1,215	1,354	71
Lawrence		21,830	.0109	3,521	.0106	91	94	5,138	1,542	1,475	824	1,358	3,369	3,233	2,790	600
Lee		38,027	.0190	3,692	.0206	94	87	8,285	3,298		1,847	1,446	8,511	3,144	4,396	1,00
Dixon		26,820	.0134		.0132	119	121	5,656			1,734	1,118	6,681	1,879		86
Livingston		45,356		4,014	.0219	100	103	9,856			1,667	1,420	9,666	3,307	8,375	92
Pontiac		17,753	.0089		.0065	125	171	3,531	1,000	1,506	1,191	803	3,796	761	2,669	49
Logan		32,035	.0160	3,725	.0167	90	86	7,432	2,462	2,271	1,255	1,782	6,843	3,549	3,934	62
Lincoln		22,036	.0110		.0094	97	113	5,253	1,513	1,964	1,174	1,563	5,785	2,078	1,173	48
McDonough		41,881	.0210		.0180	103	121	7,251	2,030		1,627	2,067	8,786	2,503	5,286	94
Macomb		28,105			.0094	134	200	3,590			1,483	1,406	5,885	1,235	2,329	77
McHenry		99,998				116	139	24,022					23,667	7,894	13,441	2,90
Woodstock		19,541	.0098		.0073	146	196	4,957			900	1,466	4,161	1,424	1,474	36
Crystal Lake		22,041	.0110		.0066	187	262	5,778	1,484	588	495	808	7,428	1,074	3,481	63
McLean	185	103,748	.0519	3,705	.0548	105	99	21,902	6,577	11,652	6,589	8,477	18,245	9,810	9,955	3,24
Normal		77,924	.0389		.0340	123	140	16,188	5,071	9,778	6,358	4,898	14,880	5,784	8.534	2.94
△Bloomington		71,773	.0359		.0280	133	171	14,458	4,393	9,672	6,179		14,520			
Macon		163,153				113	124	35,788					36,544	12,630	9,296	3,50
▲Decatur		148,625			.0567	130	170	33,150					35,321	9,786	5,866	3,44
Macoupin		42,662	.0210	3,004	.0228	91	84	11,419	3,429	1,927	1,196	1,570	10,407	3,900	5,520	84

³ Barrington is in Cook and Lake countles.
6 Streator is in La Salle and Livingston counties.



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and 60.8% coverage of the 11-county Springfield

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ILLINOIS	Mo-			RET	TAIL S	ALES-	SM E	STIMA	TE8, 1	957		sive	estimates	by SALES	rk eriginal, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- peli- tan Area	Total Retail Seles (\$000)	of U.S.A.	Per Held. Retail Sales	Buying Pewer Index	Quality	Index of Sales Production	Feed (\$000)	Eating & Drink. Places (\$000)	General Mdss. (3000)	Apparel (9000)	Furn House- Appl. (\$000)	Aute- metive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$800)	Drugs (\$000)
Madison	124	237,296	.1185	3,506	.1278	101	94	68,622	20,843	17,905	11,199	12,120	49,711	20,500	18,407	6,774
Alton		62,229	.0311		.0255	123	150	16,732	3,762	7,613	4,833	5,089	13,035	3,133	3,446	1,697
Granite City		50,677	.0253		.0238	110	117	16,294	3,858	3,483	2,129	2,391	11,781	4,129	3,613	1,369
Edwardsville		16,438	.0082		.0070	117	137	4,580	987	924	1,031	691	3,611	1,263	1,980	729
7Collinsville Wood River		22,941 18,001	.0115		.0092	118	147 129	6,333 4,186	2,165	907	1,057	587	6,683	1,544	1,881	759
WOOD MITTER		10,001	.0000		,0000	119	129	1,100	1,191	1,004	1,273	981	8,804	1,367	980	649
Marion		80,188	.0251	3,743	.0238	99	104	11,683	3,339	4,474	2,342	2,847	10,271	5,918	4,841	1,723
1Centralia		28,539	.0143		.0102	131	188	6,110	1,465	2,865	1,754	1,468	7,443	2,195	3,864	1,282
Salem		10,758	.0054		.0043	118	142	2,501	598	800	508	802	3,034	1,609	818	348
Marshall		13,384	.0066	3,175	.0074	95	85	2,346	1,231	288	178	380	2,903	1,131	3,888	357
Masen		20,443	.0103	3,931	.0005	103	112	4,126	2,086	1,270	389	484	3,363	2,125	3,614	437
Massac		15,906	.0079	2,000	.0081	77	75	3,210	1,198	630	817	734	4,448	1,523	1,864	490
Metropolis		13,679	.0068		.0044	107	166	2,756	783	502	817	784	4,289	1,029	1,869	407
Manard		8,718	.0044	3,220	.0049	94	85	2,049	737	284	161	126	2,087	508	2,029	207
Marcer		15,229	.0076	2,626	.0094	87	70	2,981	889	986	180	646	3,202	1,481	2,488	368
Manras		15,638	.0078	3,723	.0078	95	9.5	2,834	1,276	1,844	152	365	4,118	624	1,773	170
Manigamery		33,233	.0166	3,323	.0162	92	94	8,285	2,588	1.062	1.643	1,526	8,325	2,686	4,744	695
Morgan		46,594	.0233	4,480	.0211	98	108	8,032	3,042	4,008	2,899	1,958	12,359	3,112	4,814	914
Jacksonville		36,408	.0182		.0149	106	130	6,147	2,242	3,685	2,806	1,713	10,969	2,278	2,256	783
Moultrie		13,526	.0087	3,220	.0075	94	84	2,501	634	817	379	895	2,080	1,138	2,881	152
Ogle		40,371	.0202	3,670	.0204	101	100	8,007	2,970	1,340	1.533	1,320	9,184	3,429	6.527	808
Peeria	105	276,103	.1379	4,617	.1301	116	123	53,668	20,999	48,899	16,108	18,478	57,934	19,396	15,197	9,032
▲Peoria		230,737	.1153		.0929	184	106	44,594	15,831	46,109	14,976	16,740	48,110		7,918	8,346
Perry		14,428	.0072	2,327	.0001	76	61	3,782	929	1,078	777	817	2,918	1,733	1,371	509
Piatt		13,701	.0089	3,114	.0077	96	86	2,944	980	322	166	229	2,337	1,193	3,850	331
Pike		18,487	.0002	2,714	.0102	84	78	4,163	1,100	835	793	1,041	3,186	1,847	2,842	381
		0.000						-					4 400			
Pope		2,899 5,400	.0014	1,933	.0018	60	47 37	720 1,416	124 550	153	24	52	1,173	211	285	57
Pulaski		2,492	.0028	1,437	.0019	83	82	681	844	684 129	51 28	56	1,402	421 289	480	160
Randelph		25,118	.0126	2,955	.0147	83	71	6,484	2,166	2,019	956	1,399	5,937	2,534	2,357	558
Richland		19,143	.0095	3,301	.0002	93	98	3,895	915	1,434	856	877	4,202	2,191	3,015	501
Olney	20	16,786	.0084		.0062	119	163	3,236	880	1,337	838	815	3,583	1,958	2,807	435
Rock Island	36	177,492	.0887	3,817	.0947	106	101	44,159	19,780	19,842	8,188	7,356	36,024	13,846	10,620	5,965
Maline-Bast Maline		158,367	.0791		.0744	118	198	40,373	15,964	19,187	7.955	7,088	84,196	11,387	6.584	5,611
▲Rock Island		65,913	.0329		.0333	114	113	16,094	6,954	7,537	3,694	2,856	14,414	4,599	2,383	2,561
▲ Moline		74,458	.0372		.0323	130	150	17,971	6,346	10,771	3,561	3,483	17,826	5,597	2,035	2,483
East Moline		17,996	.0090		.0099	90	100	6,308	2,664	859	700	778	1,956	1,131	2,216	567
St. Clair	124	248,670	.1232	3,402	.1335	96	88	84,707	25,938	20,922	12,111	13,013	49,905	20,869	17,116	6,813
East St. Louis		132,107	.0660		.0545	106	128	35,968	12,728	13,014	6,940	6,192	27,691	9,743	5,997	3,902
Belleville		68,990	.0345		.0275	117	147	15,474	5,723	6,626	4,343	5,904	14,533	5,698	5,427	2,202
7Collinaville Saline		31,078	.0155	3,378	.0148	90	95	7,536	812	2,517	1,747	1.757	8,367	3,484	2,452	922
Harrisburg		18,205	.0091	0,010	.0072	113	142	4,123	453	1,370	1,475	1,156	5,294	3,141	1,068	660
Sangamen	141	204,058	.1020	4,485	.0022	113	125	40,988	19,248	28,834	12,354	12,957	35,419	16,786	17,253	7,598
▲Springfield		178,057	.0890	1,130	.0681	132	173	35,277	15,580	27,506	12,278	12,733	32,645	13,053	11,767	7,113
Schuyler		7,200	.0038	2,517	.0040	78	71	1,894	424	513	133	158	1.033	814	1.874	141
Boott		6,550	.0033	3,119	.0037	95	85	1,022	315	208	236	39	2,501	495	998	78
Shelby		16,385	.0082	2,101	.0111	79	- 59	3,488	884	985	570	273	4,084	1,586	2,708	376

¹ Centralia is in Clinton and Marion counties. 7 Collinsville is in Madison and St. Clair counties.

You can sell more in Danville, Ill.

Danville's per Capi are better than for		
In Food Stores by:	33.8%	36.2%
In General Merchan-		
dise Stores by:		46.8%
In Apparel Stores by:	6.3%	52.0%
In Furniture and		
Appliance Stores by:	68%	99.2%
In Automotive Dealers		
and Stations by:	600%	57%

70%

99.8%

If your sales potential is higher your advertising cost is lower.

The average family in Danville buys 38% more in its own retail stores than does the average family for the State of Illinois—24% more than the average for Chicago despite its huge influx of business from outside.

Hard to believe? Not if you use Sales Management or the U. S. Census because the table at the left is based on these sources.

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DANVILLE COMMERCIAL-NEWS

Evening

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Sunday

Represented by J. P. McKinney & Son, Inc.

In Drug Stores by:

New York • Syracuse • Detroit • Chicago • San Francisco

ILLINOIS	Me-			RET	TAIL 8	ALES-	SM E	STIMA	TES, 1	957		The	"SM" s	ymbols ma by SALES	rk original MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Haid, Retail Sales	Buying Power Index	Quality	Index of Sales Production	Feed (\$000)	Eating & Drink, Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Farn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (8000)
Stark		7,307	.0037	3,082	.0043	96	82	1,795	550	111	180	278	1,485	441	1,743	173
Stephenson		58,665	.0298	3,809	.0267	103	105	10,888	3,841	8,132	4,259	3,320	18,033	3,380	7,105	1,393
Freeport		49,644	.0248		.0187	126	168	9,344	3,135	5,781	4,115	3,058	11,995	2,665	4,095	1,22
Tazewell	105	94,800	.0474	3,478	.0520	102	93	29,444	8,313	6,209	2,555	3,459	18,334	7,287	9,907	1,85
Pekin		40,887	.0204	100	.0188	120	184	11,195	2,308	3,995	1,744	2,039	9,190	3,478	2,864	940
East Peoria		14,985	.0075		.0076	104	103	6,981	1,910	1,347	59	198	814	2,086	976	.50
Union		14,145	.0070	2,619	.0078	89	82	3,285	602	527	710	561	4,010	1,410	1,372	270
Vermilion	198	116,062	.0580	3,947	.0859	104	108	27,343	8,054	14,362	6,104	6,560	23,007	8,960	10,398	4,18
△Danville	1	78,191	.0391		.0307	123	156	17,164	4,625	12,862	5,528	5,428	16,988	4,348	3,509	3,46
Wabash		15,615	.0078	3,470	.0083	98	92	3,530	1,027	885	639	910	4,197	1,484	1,778	261
Mount Carmel		14,014	.0070		.0065	110	119	3,160	884	854	639	838	4,065	1,193	1,833	26
Warren		26,214	.0131	3,197	.0144	95	87	5,400	1,185	1,807	742	1,586	6,820	1,788	4,719	480
Monmouth		20,039	.0100		.0077	118	154	4,160	945	1,365	709	1,282	5,773	1,280	3,150	391
Washington		17,318	.0087	3,936	.0073	90	107	2,767	1,338	1,128	215	284	1,523	996	1,507	183
Wayne		15,743	.0078	2,824	.0089	79	70	2,882	612	1,685	502	588	4,177	2,069	1,505	267
Fairfield		10,598	.0053	-	.0040	111	147	2,053	426	583	502	483	3,646	1,044	1,058	191
White		21,332	.0107	3,333	.0108	91	90	4,395	1,246	1,433	814	1,397	4,836	2,479	2,706	577
Carmi		12,859	.0064		.0048	126	168	2,150	564	842	703	1,110	3,889	912	1,700	401
Whiteside		70,057	.0350	4,145	.0318	102	112	17,532	4,818	5,093	3,914	2,746	13,343	6,056	9,749	1,62
Rock Palls		41.688	.0008		.0176	111	138	11.883	8.533	4.377	3,346	8.018	9.887	3,375	8.880	1.18
Sterling		32,625	.0163		.0119	135	185	7,863	1,517	4,217	3,219	1,486	8,442	1,871	1,263	80
Will	28	188,306	.0941	3,990	.0976	103	99	48,298	16,031	23,149	9,543	8,418	30,497	17,895	15,540	0.45
Joliet		138,049	.0690	0,000	.0504	138	190	35,926	9,413	22,370	8,957	7.223	23,163	10,061	7,429	8,171
Jones		100,010	.0000		,0002	100	190	00,020	0,410	22,010	0,801	1,220	20,100	10,001	1,200	0,571
Williamson		45,002	.0224	2,848	.0232	84	81	11,684	2,480	3,500	2,526	3,294	10,352	4,161	3,488	1,28
Herrin		15,885	.0079		.0062	109	139	3,649	723	1,274	1,277	1,329	4,932	1,115	627	42
Marion		18,694	.0093		.0068	110	150	4,624	966	1,571	987	1,690	4,570	1,669	1,164	88
See Carbondale-		1										100		1		
Harrin-																
Murphysboro																

SM Standard (\triangle) and Potential (\triangle) Metropolitan County Areas.

O SM, 1958.

REMARKABLE

ROCKFORD

"ONE OF AMERICA'S
MOST IMPORTANT MARKETS"

ILLINOIS

LEADS ALL ILLINOIS CITIES IN BUYING INCOME

TOP

NUMBER OF HOUSEHOLDS

AND GROWING!

EMPLOYMENT

ROCKFORD MORNING STAR . Rockford Register-Republic

ILLINOIS	Me-			RET	TAIL S	ALES-	SH	ESTIMA	TE8, 1	957		The			rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Tetal Retail Sales (\$000)	% of U.3.A.	Per Haid, Retail Sales	Buying Power Index	Quality	Index of Sales Production	Food (\$000)	Eating & Drink, Places (\$000)	General Mdas. (\$000)	Asparel (\$000)	Furn,- House- Appl. (8000)	Auto- mative (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (8000)
Winnebage	120	288,371 232,637 32,214	.1341 .1163 .0162	4,595	.0941	117 136 106	125 108 121	56,352 47,848 4,008	24,043 18,330 1,805	32,101 30,210 693	16,045 15,871 2,254	19,400 18,261 912	82,158 49,560 8,822	18,712 14,250 2,423	28,151 18,430 7,571	8,383 7,907 394
Total Above Cities		10,234,047	5.1123		4.8110	126	134	2,234,173	856,418	1,856,259	766,271	538,890	1,899,429	555,765	481,706	336,654
State Total		12,574,669	6.2820	4,217	6.3981	114	112	2,831,138	1,117,126	1,970,864	818,154	612,939	2,268,724	808,709	831,589	389,548
METRO, AREAS				RET	TAIL S	ALES-	SH	ESTIMA	TES, 11	957						
△Bleemington	185	103,748	.0519	3,705	.0548	105	98	21,902	6,577	11,652	6,589	5,477	18,245	9,910	9,955	3,264
Urbana	192	141,758		4,257	.0817	112	97	28,007	10,347	21,060	6,600	5,983	28,183	12,313	14,414	4,757
Chicago	28	8,674,138	4.3335	4,510	4.4602	122	119	1,971,279	808,840	1,621,452	848,998	418,445	1,426,174	480,538	397,305	285,831

© SM, 1958.

Before using these figures read foreword, page 13.

Remarkable ROCKFORD'S No. 1 STATION

IN WINNEBAGO COUNTY

WROK Reaches 9% (5,000)
more homes than Station B
in the distince

WROK Nightime Weakly Circulation is 18,030 homes

STATION B... is a daytimer ... No

COVERS THE GREATER ROCKFORD RADIO MARKET

KOMM I DOVOM CHEM MORE HIR MATH MORE

IN THE 3 NCS COUNTIES

43% of Boone County Homes

30% of Ogle County Homes

11% of Stephenson County Homes

STATION B has no reportable coverage in any of these Counties

WMBD Market Data*

*Sales Management Survey Of Buying Power, May 10, 1958



DOMINATES THIS LARGEST MARKET IN ILLINOIS* **DAYTIME** and **NIGHTTIME**

WMBD's continuing leadership in the rich Peoria market for 31 years is graphically shown in the latest PULSE REPORT (Novvember, 1957).

5000 WATTS PEORIA. **ILLINOIS**

Station	6 am-12 noon	12 noon-6 pm	6 pm-12 pm
WMBD	35	33	37
a	12	15	26
Ь	19	17	27
c	21	21x	-
d	6	5x	. —
misc.	7	9	10

(x) Daytime stations . . . sign off time 4:45 pm. * (excepting Chicago)



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EXCLUSIVE NATIONAL REPRESENTATIVES PETERS, GRIFFIN, WOODWARD, INC.

ILLINOIS	Me-			RET	AIL S	ALES-	SHI E	STIMA	TES, 1	957		The			rk original, MANAGE	
METRO. AREAS (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% ef U.S.A.	Per Haid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Feed (\$800)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (8000)	Drugs (\$000)
△Danville Davenpert- Rock Island-	198	116,052	.0580	3,947	.0559	104	106	27,343	8,054	14,362	6,104	6,568	23,007	8,969	10,398	4,132
Moline	36	337.639	.1687	4.118	.1667	107	100	78,236	31,497	45,631	17,328	18,134	65,434	25.700	22,800	11,273
Decatur	38	163.153	.0815	4.532	.0737	113	124	35,789	13,348	23,905	8,708	8,482	36,544	12.639	9,286	3,504
△Galesburg	211	79,229	.0396	4.214	.0364	109	118	16,848	5,761	8,354	4,340	5,057	16,810	6.164	6,319	2,567
△Kankakee	220	104.798	.0524	4,784	.0483	97	105	24,798	8,377	11,325	4,435	6,164	21,068	8.441	10.959	2,423
Peoria	105	370,963	.1853	4.259	.1821	111	113	63,112	29,312	55,108	18,663	21,934	76,268	26.663	25.104	10,886
△ Quincy	250	75.205	.0375	3.531	.0370	96	97	17,511	6,972	10,761	3,910	5,203	11.845	3,979	6,852	2,738
Rockford	120	268,371	.1341	4,595	.1255	117	125	56.352	24,043	32,101	18,045	19.480	82,158	18.712	25.151	8,383
Springfield	141	204,058	.1020	4,485	.0922	113	125	40,988	19,249	28,834	12,354	12,957	35,419	16.786	17,253	7,500
Total Above Areas.		10,639,112	5.3153	4,481	5.4145	120	118	2,400,163	972,377	1.884,545	754,083	531.874	1,811,156	630.962	555,896	347,320

INDIANA — (Other East North Central States:

		A TANIOTS,	100 0 0 0	Hyan,	Uns	2, 11	ISCOL	3111./				41												-
	3			NU	MBE	R OF	out	TLET	8				4	3			NU	MBEI	R OF	OUT	LET	8		
Map, page 356 City County	Pup. (the	Total	Food	Eat. & Drink.	Gnn'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Druge	City	County	Pep. (the	Total Outlets	Feed	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
AndersonMadison.	50.4	849	98	124	29	84	58	32	77	39	24	Elwood	Madison	11.9	148	26	23	5	12	10	15	28	10	3
AuburnDe Kalb	6.8	110	19	10	11	10	10	12	6	10	3	Evansville	Vanderburgh.	139.0	1,465	326	351	98	104	81	68	143	70	87
BodfordLawrence.	14.0	247	48	38	19	23	17	26	23	23	8	Fort Ways	neAllen	150.0	1,427	235	298	110	111	81	83	156	68	83
Bloomington Monroe	39.6	339	84	88	14	33	24	27	42	20	10	Frankfort.	Clinton	16.3	213	39	34	17	22	13	14	27	15	- 8
Bluffton:Wells	6.1	121	22	14	13	11	. 8	11	12	13	3	Franklin.	Johnson	8.2	128	24	21	8	9	9	11	15	10	4
BrazilClay	9.8	178	43	30	7	12	16	14	22	10	8	Gary	Lake	174.1	1,521	402	346	67	128	86	45	145	60	46
Columbia City. Whitley	5.1	118	22	15			14	8	14	9	4	Goshen	Elkhart	13.9	208	36	25	14	17	16	16	26	13	
ColumbusBartholom	ew. 23.0	358	84	58	22	21	26	44	44	24	10	Greencast	ilePutnam	8.3	118	15	18	3	9	12	12	18	8	4
Connersville Fayette	18.0	223	38	31	11	17	24	18	20	10		Greenfield	Hancock	8.4	108	23	11	1	10	10	7	17	10	3
Crawfords-		1										Greensbur	rgDecatur	7.4	149	19	18	14	15	9	18	15	20	4
villeMontgome	ry. 13.8	227	34	26	15	17	14	18	28	16	8	Hammond	Lake	107.5	857	173	178	49	77	80	43	84	83	28
Crewn Point Lake	7.1	116	17	13	13			12	9	8	1	Hartford (City Blackferd	7.4	120	28	16	8		7	12	12	10	4
DecaturAdams	8.4	143	29	20	10	10	7	11	15	16	3	Hobart	Lake	16.7	107	23	17	8	7	7	8	19		3
East Chicago., Lake	56.8	617	107	171	17	63	21	18	40	23	17	Huntingto	nHuntington	16.2	243	41	38	20	31	18	20	33	18	
ElkhartElkhart	38.1	506	95	80	28	42	35	41	59	31	13	Indianago	lisMarion	461.1	4.624	905	833	374	280	268	228	478	223	268

SM Standard (A) and Potential (A) Metropolitan County Areas.

O SM, 1958.

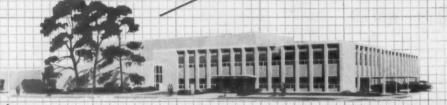
serving

Real faith in the future of Fort Wayne was shown when The News-Sentinel and The Journal-Gazette moved into their new block-long home. A new 10unit Gass Headliner press now offers you

15-County Billion-Dollar Market

DAYS A WEEK

- 585,700 Population
- 181,200 Families
- * EBI, \$1,014,204,000
- Retail Sales, \$680,899,000



The News-Sentinel THE JOURNAL-GAZETTE

FORT WAYNE NEWSPAPERS, INC., AGENT

Represented Nationally by the Allen-Klapp Co. New York . Chicago . Detroit . San Francisco

NUMBER OF OUTLETS INDIANA Pop. Jeffersonville Clark 18.5 230 Kendallville...Noble. 104 6.6 493 48 47 20 La Porte La Porte 22.0 311 49 459 148 49 18 30 12 Lafayette....Tippecanoe 39.7 88 28 68 25 82 13 84 66 54 11 38 23 37 10 33 20 74 27 25 16 19 Lebanon....Boone... 9.1 22.7 354 24 17 34 7 19 41 Logansport...Cass.... Madison.... Jefferson 10.9 195 35 65 29 75 79 23 58 21 40 50 89 52 34 12 Marien....Grant.... Martinsville...Morgan... 35.2 438 6.9 123 Michigan City.LaPorte.. 32.0 381 23 Mishawaka...St. Joseph. 34.1 370 62 26 18 142 62 48 128 Muncle.....Delaware.. 66.1 732 New Albany Floyd 38.1 106 52 405 253 21 New Castle...Henry.... 20.7 21 40 Noblesville . . . Hamilton . . . 148 14.9 Peru......Miami.... 242 41 Plymouth.... Marshall.

	100")			NU	MBEI	R OF	001	LET	8		
City County	Pop. (thous.)	Total	Food	Est. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Pertland Jay	5.9	157	22	28	12	14	10	14	23	10	3
PrincetonGibson	9.5	167	39	24	9	10	13	12	26	13	3
RichmondWayne	45.0	554	81	94	47	81	33	39	49	48	19
Rochester Fulton	5.7	118	14	13	13	13	7	12	18	14	4
RushvilleRush	7.4	128	23	18		9	7	. 8	15	16	3
Seymour Jackson	11.8	191	40	29	8	17	15	18	21	11	4
Shelbyville Shelby	13.0	193	36	29	12	14	13	14	14	21	7
South Bend St. Joseph	132.5	1,375	274	278	99	112	80	48	159	73	47
Terre HauteVigo	80.0	951	215	212	55	81	45	54	108	42	37
ValparaisoPorter	13.8	198	42	31	13	15	16	14	22	16	8
VincennesKnox	19.1	337	77	49	17	20	21	22	35	24	11
Wabash Wabash	11.7	177	41	24	13	16	13	12	21	11	7
WarsawKosciuske	8.1	172	22	23	10	10	15	15	25	16	
WashingtonDaviess	11.8	185	40	28	7	23	11	14	25	17	4
Lafayette Tippecanoe	13.3	82	12	21	2	8	4	8	13	3	3
Whiting Lake	9.7	189	63	81		17	10			10	
WinchesterRandelph	8.7	0.00	14			11		13	9	10	

		J	M P	PULAT	ION ES, 1/1/	58	EFI BU	FECTIVE YING IN	COME	_ (M E	TAMIT	E8, 1	967	The	e "SM" e estima	symi	sales	rk orig	ginal, e AGEMI	KCIU- ENT.
COUNTIES	Mo- tro- poli-			House-	Con-	Urban					Income			Inc	eme B	Ireakdov	vn of i	louseho	ids		
CITIES A	tan Area	Total (thou- sands)	U.S.A.	holds (thou- sands);	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dellars (000)	% of U.S.A.	Per Capita	Per Held.	Per C. S. U.	\$0-2 % Halds.	490 % Inc.	\$2,500 % Halds.	-3,999 % Inc.	84,000 % Halda.	-6,900 % Inc.	\$7,000 % Haids.	%	\$10,000 % Haids.	%
Adams		23.2		6.7		8.4	34,606		1,492			17.6	5.1		13.5	44.2	45.6	12.3			
Decatur		8.4		2.6			14,865		1,770			14.4	3.9	18.8	11.0	47.3	45.4		20.5		19.2
Allen	51	222.8 150.0	.1296	90.1 47.3			450,673 323,767	.1085	2,023			10.5	2.5	14.9	7.8	49.0	41.2		22.8	8.8	28.4
Bartholomew		44.5		13.5			88,551	.0229				22.3	6.7	23.2	15.2		41.0	-	18.0	2.50	19.1
Columbus		23.0					40,298	.0136			4,826	18.6	5.3	22.2	13.6	41.1	41.3	20000	19.0		20.9
Benten		11.2	.0065	3.3	3.7		19,338	.0005	1,727	5,860	5,180	18.1	4.2	21.7	12.5	42.8	40.1	12.2	17.3	7.2	25.9
Blackford		14.2	.0062	1		7.6	22,130	.0074	1,558	5,147	4,501	18.2	5.5	24.3	16.2	43.3	46.8	10.4	17.0	3.8	14.5
Hartford City		7.4	.0043	2.5	2.5		11,854	.0039	1,602	4,742	4,577	19.7	6.2	25.8	17.6	41.4	46.2	9.6	16.2	3.5	13.8

SM Standard (A) and Potential (A) Metropolitan County Areas.

C SM. 1956.

ST. COURS INDIANA MOT ST. COURS WATER ST. COUR

METROPOLITAN EVANSVILLE

A Primary INDIANA MARKET

NOT COVERED BY OUTSIDE MEDIA!

RANKS 103RD IN HOUSEHOLDS NATIONALLY

METROPOLITAN EVANSVILLE

Vanderburgh County, Indiana. and Henderson County, Kentucky

(Daily Coverage — 96.7%)

Population — 220,500 Number Families — 68,300 EBI — \$376,309,000

Retail Sales — \$244,839,000

16-COUNTY RETAIL ZONE

Indiana......8 counties Illinois......4 counties Kentucky....4 counties

Kentucky.....4 counties (Daily Coverage — 72.9%) Population — 466,991 Number Families — 141,712 EBI — \$705,408,000 Retail Sales — \$462,662,000

Source: 1958 Survey of Buying Power

TEST TUBE FOR ALL AMERICA

COMPLETELY ISOLATED FROM OUTSIDE

 Courier

Press

Courier and

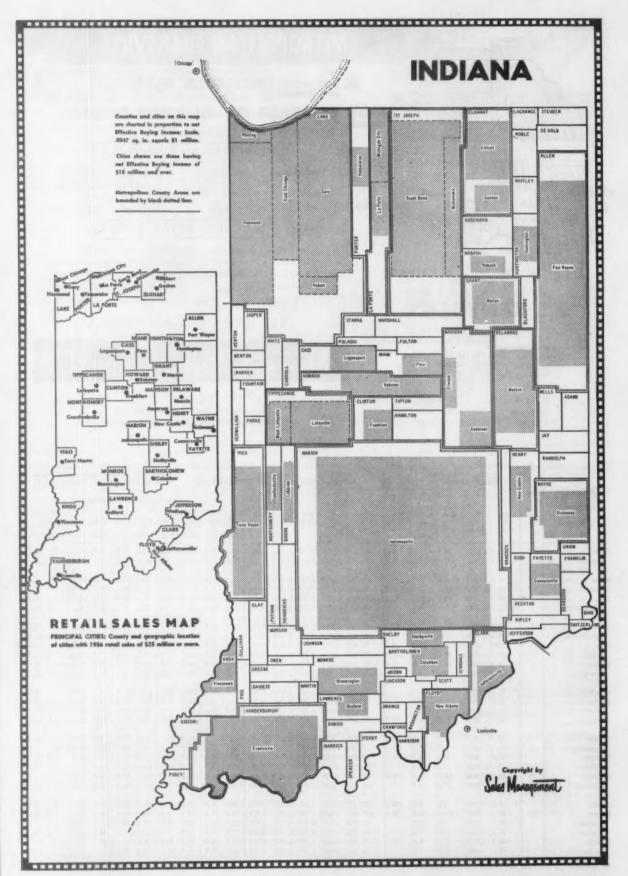
108,465 Daily - 91,705 Sunday

Represented by the SCRIPPS-HOWARD GENERAL ADVERTISING DEPARTMENT

1		0	M P	PULAT	ION ES, 1/1/	88		FECTIVI		_ (ES ES	TIMAT	ES, 19	157		"SM" estima					
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Int	ome B	reakdev	vn of H	iousoho	lds		
CITIES (continued)	tan Area	(thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Halda.	%	\$2,500 % Halds.	%	\$4,000 % Halds.	%	\$7,000 % Halds.	%	\$10,000 Halds.	%
Beans		27.2	.0158	8.8	9.8	9.1	47,691	.0160	1,753	5,419	4,858	17.9	5.1	22.3	13.8	42.3	42.7	12.3	18.7	5.2	19.7
Lebason		9.1	.0053	2.9	3.5		17,143	.0058	1,884	5,911	4,803	15.2	4.2	21.1	12.4	44.9	43.6	13.1	19.3	5.7	20.5
Brown		6.0	.0035	1.6	1.7		6,336	.0022	1,056	3,980	3,631	36.8	14.3	24.6	21.0	30.3	42.0	6.0	12.6	2.3	10.1
Carroll		16.8	.0098	5.3	5.8	2.6	27,207	.0091	1,619	5,133	4,614	20.4	6.1	24.1	15.7	40.4	43.2	10.6	17.1	4.5	17.9
Cass		40.6	.0236	12.1	13.8	22.7	63,965	.0214	1,575	5,288	4,678	18.8	5.5	21.5	13.8	43.0	44.9	12.4	19.5	4.3	16.3
Logansport		22.7	.0132	7.5	8.7		40,980	.0137	1,806	5,456	4,709	17.8	5.1	20.7	12.9	44.3	45.3	13.9	20.0	4.5	16.7
Clark	84	59.0	.0343	17.4	18.0	32.4	84,010	.0282	1,424	4,828	4,652	21.3	6.6	21.5	14.4	42.1	46.1	11.5	19.1	3.6	13.8
Jeffersonville		18.5	.0108	5.7	6.4		29,388	.0009	1,589	5,156	4,566	18.9	5.7	20.6	13.5	44.8	48.0	13.2	19.8	3.5	13.0
Clay		24.9	.0145	8.2	8.7	9.5	38,151	.0128	1,532	4,653	4,383	24.7	8.0	25.0	17.7	37.7	43.5	9.0	15.8	3.6	15.0
Brasil		9.5	.0055	3.1	3.4		15,014	.0050	1,580	4,843	4,301	22.5	7.2	24.2	17.0	40.5	46.3	9.5	16.3	3.3	13.2
Clinton		32.3	.0188	10.5	11.0	16.3	54,465	.0182	1,688	5,187	4,924	18.9	5.5	22.0	13.8	41.9	43.0	12.3	10.1	4.9	18.6
Frankfort		16.3	.0005	5.3	5.7		28,398	.0095	1,742	5,358	4,963	17.2	4.9	20.6	12.6	44.1	44.3	13.2	20.1	4.9	18.1
Grawford		8.4	.0046	2.4	2.7		8,342			3,478		48.6	22.0	26.4	27.2	22.5	37.8	3.5	8.8	1.0	4.2
Daviess		27.7	.0161	8.2	8.9	11.8	37,069	.0125	1,338			29.2	9.9	25.5	18.8	33.5	40.5	8.2	15.0	3.0	15.0
Washington		11.8	.0068				18,899		1 -kan-	-6		26.4	8.5	24.7	17.4	35.7	40.9	9.0	15.7	4.2	17.8
Dearborn		28.1	.0164	8.3	8.7	10.9	42,985	.0144	1,530	5,179	4,922	19.3	5.6	21.0	13.1	42.1	43.2	12.9	20.1	4.7	18.0
Decatur		19.1	.0111	8.7	6.5	7.4	28,426	.0005	1,488	4,987	4,371	25.9	8.1	24.8	17.1	35.8	39.6	9.0	15.2	4.8	20.0
Greensburg		7.4	.0043	2.3	2.7		12,610	.0042	1,704	5,483		21.7	6.4	23.6	15.1	39.0	40.8	10.2	16.1	5.5	
De Kalb		28.9	.0168	9.0	9.7	11.1	45,202	.0152	1,564	5,022	4,650	20.7	6.3	21.0	13.7	42.8	46.0	11.6	18.8	3.9	
Auburn		6.5	.0038	3.1	2.3		11,831	.0040	1,820	5,634	5,041	15.7	4.3	19.0	11.3	46.9	45.5	12.9	18.9	5.5	20.6
Delaware	95	108.2	.0629	33.8	38.9	71.9	198,784			5,822		15.6	4.2	17.1	9.9	46.8	44.5	14.8	21.3	5.7	-
▲ Muncie		66.1	.0384	21.0	25.7		129,880	.0435	1,965	6, 185	5,043	13.7	3.5	16.3	9.2	48.4	44.6	15.5	21.6	6.1	21.
Dubois		25.5	.0148	7.0	8.0	10.1	35,734	.0120	1,401	5,105	4,450	19.3	5.9	25.2	16.9	41.4	45.3	10.3	17.0	3.8	14.5
Elkhart	202	96.1	.0671	30.7			189,314			6,167		13.7	3.4	16.4	8.9	48.3	40.8	16.1	21.4	7.5	
△Elkhart		38.9	.0226	12.6	14.7		85,312	.0286	2,193	6,771	5,794	10.5	2.4	13.2	6.6	48.7	39.7	18.6	23.0	9.0	
Goshen		13.9	.0081	4.4	5.6		28,573	.0096	2,056	6, 494	5,094	12.3	3.1	16.7	9.1	48.8	43.4	15.0	20.2	7.2	24.
Fayette		26.9	.0180	7.9	9.1	18.0	46,553	.0156	1,731	5,893	5,113	18.4	4.3	18.7	10.8	45.0	42.3	13.2	18.7	8.7	23.
Connersville		18.0	.0108	5.6	6.6		34,215	.0115	1,901	6,110	5,168	14.4	3.7	18.1	10.1	46.8	42.9	13.8	19.1	6.9	24.

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.



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Where else in this whole country can you find a universe like this—a big, rich central market with such important satellites?

where else . . .

- —does a central market exert such an economic pull on so many specific areas that are retail trading centers in their own right?
- —will you find satellite markets that total 33% richer and 50% bigger than the metropolitan trading zone itself?
- —do you find such a widespread marketing area covered from one central point . . . and only by television?
- —can you buy just one station with no overlapping penetration by basic affiliates of the same network?

Only here—in Indianapolis on WFBM-TV—can you buy more honest market penetration, consumer influence, for fewer dollars expended than anywhere else. Now it will pay you well to take another, longer, better look!

The Nation's 14th Television Market

... with the *only* basic NBC coverage of 740,000 TV set owning families.

* Indianapolis — Major retail area for 17 richer than average counties. A million population—339,100 families with 90% television ownership!

keting area—with audited WFBM-TV audience of 412,800 more television sets!

Represented Nationally by the KATZ Agency



BIG EASY-TO-HIT* SALES TARGETS IN ANDERSON

Indiana's 5th Metropolitan Market

* Anderson is a highly compact market, covered thoroughly by the Anderson Newspapers. 44% of the families are concentrated in the city, along with 47% of the income, 69% of the retail sales, 69% of the food sales, 77% of the automotive and drug sales, 76% of the general merchandise and 84% of the apparel sales.

\$216,792,000 Income \$138,989,000 Retail Sales

\$33,238,000 Food Sales • \$5,265,000 Drug Sales \$30,493,000 Automotive Sales

The BULLETIN . The HERALD

18,451 Morning • 18,716 Evening • 20,021 Sunday
Represented by THE ALLEN-KLAPP CO.
New York • Chicago • Detroit • San Francisco

SALES INSURANCE

The metropolitan county, with 31,900 industrial wage earners—averaging \$75-\$92 a week—ranks among the nation's top 100 counties in total manufacturing employment—11th in electrical machinery and 34th in fabricated metals employment.

		J	AD PO	PULAT	ON ES, 1/1/	58	EFI BU	FECTIVE YING IN	COME	_ (ES ES	TIMAT	TES, 1	957	The	"SM"	symb	ols ma	rk orig	inal, e: AGEME	xclu- ENT.
COUNTIES	tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	vn of H	isuaeha	lds		
(continued)	Area	Total (thou- sands)	% of U.S.A.	helds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	90-2 % Hslds.	%	\$2,500 % Halds.	%	\$4,000 % Holds.	%	\$7,000 % Hakta	-9,999 % Inc.	\$10,000 % Haids.	%
Floyd	84	81.1	.0297	15.9	18.0	41.7	82,495	.0277	1,614	5,188	4,956	19.1	5.5	21.6	13.5	42.1	43.1	12.2	18.8	5.0	19.1
New Albany	100	38.1	.0221	12.3	12.9		64, 165	.0215	1,684	5,217	4,967	18.9	\$5.4	21.4	13.4	42.3	43.0	12.3	19.0	5.1	19.2
Fountain		18.1	.0105	6.0	6.1	4.0	27,458	.0092	1,617	4,576	4,459	28.2	[8.5	25.2	17.7	35.5	40.8	9.0	15.8	4.1	17.4
Franklin		17.8	.0104	4.7	5.2	2.8	20,143	.0067	1,132	4,286	3,838	32.3	11.8	25.5	20.2	32.5	42.1	6.9	13.6	2.8	12.3
Fulton		16.1	.0094	5.1	5.5	5.7	24,857	.0083	1,531	4,835	4,435	24.3	7.7	24.0	16.4	38.0	42.7	9.6	16.4	4.1	16.8
Rochester		5.7	.0034	1.7	2.2		10,160	.0034	1,782	5,970	4,460	17.6	5.0	20.9	12.8	44.6	45.0	11.7	17.8	5.3	10.4
Gibson		32.6	.0189	10.2	10.7	13.0	47,167	.0156	1,447	4,624	4,405	28.3	8.5	23.0	18.2	37.1	42.7	9.9	17.3	3.7	16.3
Princeton		9.5	.0055	3.2	3.5		15,051	.0050	1,584	4,703	4,282	25.5	8.4	23.9	16.2	38.3	44.5	10.0	17.5	3.3	13.4
Grant	100	74.1	.0431	22.6	25.4	45.6	116,195	.0390	1,568	5,141	4,571	20.6	6.2	22.6	14.9	41.7	44.7	10.8	17.5	4.3	16.7
△Marion		35.2	.0205	11.6	13.1		61,215	.0206	1,739	5,277	4,673	19.5	8.7	22.5	14.4	42.2	44.1	11.1	17.6	4.7	18.2
Greene		26.5			9.2		35,229					32.7	12.3		21.4	31.6	42.3	7.3	14.8	2.2	9.2
Hamilton		33.0	.0192	10.4	11.1	7.8	55,862	.0187	1,683			19.7	5.5	21.8	13.3	40.2	40.1	12.4	18.7	5.9	22.4
Nobleaville		7.8	.0045				13,499					14.8	4.1	20.8	12.6	46.2	45.7	13.3	19.9	4.9	17.7
Hancock		25.0	.0146	8.0	8.6	8.4	39,948	.0134	1,588	4,984	4,977	21.3	8.2	21.3	13.6	39.9	41.5	12.6	19.9	4.9	18.8
Greenfield		8.4	.0049	2.8	3.0		15,271	.0051	1,818	5,454	4,999	18.0	5.0	21.0	12.8	41.6	41.3	14.0	20.9	5.4	20.0
Harrison		19.0					23,584					29.6	10.4	27.1	20.7	32.5	40.5	7.5	14.2	3.3	14.2
Hendricks		34.1	.0196		1		60,212	1		1000		18.1	4.7	17.5	9.9	42.1	38.9	18.1	21.1	7.2	25.4
Henry		52.5		1	1	1	87,771					14.7	4.0	20.3	11.8	45.5	43.6	13.8	20.0	5.7	20.6
New Castle		20.7	.0120	6.9	7.8		30,988	.0134	1,932	5,79	5,440	13.3	3.4	19.2	10.8	46.4	42.7	14.7	20.5	6.4	22.6
Howard	221	63.0							1	5,84	1	12.9	3.4	19.6	11.2	47.3		14.1	19.9	6.1	
△Kokomo		45.2		1	1		83,471	1			1	11.1	2.9		10.5	49.1	44.9	14.8	20.5	6.2	
Huntington		34.2	1	1	1			1	1			22.0	6.7	23.2		40.2		10.3	17.0	4.3	
Huntington		16.2				1	28,007					18.5	5.4	21.7	13.7	43.4		11.6	18.0	4.8	
Jackson		29.4	1									28.3	9.9	25.8	19.6	35.0		8.0	14.9	2.9	
Seymour		11.8	.0009	3.7	4.5		18,645	.0061	1,580	5,03	4,382	22.1	6.0	24.5	16.6	39.4	43.8	10.0	16.8	4.0	15.9
Jasper		18.5	.0108	5.3	6.3	4.5	28,128	.000	1,520	5,307	4,428	25.5	7.7	22.5	14.8	35.8	38.5	10.8	17.5	5.4	21.5
Jay		23.1	.0134	7.4	7.1	8.4	35,241	.0118			4,509	22.2	7.0	23.4	18.1	41.1	46.1	0.7	16.5	3.6	14.3
Portland		5.9	.0034	1.9	2.1	2	11,163	.0037	1,892	5,878	4,868	14.5	3.9	19.3	11.4	47.5	45.9	13.3	19.4	5.4	19.4
Jefferson		24.3	.0142	6.7	8.6	10.9	31,190	.0100	1,284	4,654	3,376	32.3	11.3	24.9	19.0	32.1	40.0	7.0	13.2	3.7	16.5
Madison		10.9	.0061	3.6	4.6	0	16, 130	.005	1,48	4, 48	4,005	31.2	10.9	26.1	19.8	83.4	40.1	6.5	12.1	3.8	17.1
Jennings		18.1	.0100	4.6	4.1	4.1	17,670	.005	971	3,84	3,677	35.8	14.0	26.3	22.3	29.8	41.4	5.0	12.5	2.2	9.0
Johnson		37.7	.0211								1	18.7	5.3	20.1	12.2	42.8	42.9	13.1	19.8	5.3	19.8
Franklin		8.1	.0048	3.5	3.5	1	14,986	1	-,		1	18.0		1	10.8	44.4	44.0	14.8	22.2	5.0	18.0
Knex		43.1	.0251	13.6	14.7	24.5	65,500	.0220	1,52	4,85	4,453	23.7	7.5	24.4	16.6	38.1	42.7	9.7	18.5	4.1	18.7
Vincennes		19.1	.0111	6.2	7.1	1	32,426	.0109	1,696	5,23	4,563	20.4	6.1	22.6	14.7	41.6	44.3	10.9	17.5	4.5	17.4
Kosciusko		38.1						1			1	24.1	7.4			37.5		9.7		4.8	
Warsaw		8.1					13,66					19.8				42.8		11.5	18.2	4.5	
Lagrange		10.1	.0004	4.4	4.1	90	29,881	.0001	1,27	8 4,678	4,154	1 24.4	8.1	24.0	17.6	1 39.3	48.6	9.5	17.0	2.8	10.7

SM Standard (A) and Potential (A) Metropolitan County Areas.

○ SM, 1958

"Hammer Home" your sales message

THE HAMMOND TIME

in the robust, fast growing

CALUMET AREA,

the Midwest's outstanding

INTERURBIA MARKET!

Here's a thriving, diversified market-with HIGH purchasing power. A city zone that includes East Chicago, Ind., the nation's LARGEST steel producer (American Iron & Steel Institute statistics), plus other industries providing over 70,000 jobs . . . a real climate for sales.

One newspaper, and only one, offers you full coverage in this \$355 million market. That's THE HAMMOND TIMES, now over 55,000 circulation.

ABC CITY ZONE: 53.500 HOUSEHOLDS of high purchasing power!

HAMMOND-EAST CHICAGO

- · Over \$7,500 effective buying income per household
- · 85% of the families earn more than \$4,000
- 44% of the families earn more than \$7,000

Source: May 10, 1958 SALES MANAGEMENT



THE HAMMOND TIMES HAMMOND, INDIANA

Represented by: BURKE, KUIPERS & MAHONEY, Inc.

		6		PULAT	ION ES, 1/1/	58		FECTIVI YING II		_ (M ES	TIMAT	ES, 11	167	The	"SM" estima	symb tes by	ols ma SALES	rk orig	inal, o	xclu- ENT.
COUNTIES	Me- tro- peli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdew	m of H	louseho	lds		
(continued)	tan Area	Total (thou- sands)	u.s.a.	helds (thou- sands)	Spend- ing Units (thous.)	Pap. (thou- sands)	Net Deliars (000)	U.S.A.	Per Capita	Per Hald.	Per C. S. U.	10-2, % Haida.	,499 % Inc.	\$2,500 % Haida.	-3,999 % Inc.	\$4,000 W Helds.	6,999 % Inc.	\$7,000 % Helde.	% Inc.	\$10,000 Holds.	
Lake	28	475.4	.2784	137.0	180.7	448.8	978,431	.3274	2,854	7,127	6,076	9.5	2.1	12.4	6.0	48.3	38.4	20.4	24.5	9.4	20.0
Hammond-																					
East Chicago		164.3		47.8			355,447		8,163												
Gary		174.1	.1012	50.1	62.3		358,386		2,116		5,911	9.5	2.1	12.8	6.2	47.8	38.1	20.4	24.5	9.5	29.1
Hammond		107.5	.0625	31.7	36.3		233,916	.0784	2,176	7,379	6,430	8.7	1.9	10.7	5.0	48.1	36.6	22.1	25.4	10.4	31.1
East Chicago		56.8	.0331	15.5	20.8		121,531	.0408	2,140	7,841	5,830	8.4	1.9	12.7	6.1	47.5	37.3	22.0	26.2	9.4	28.5
Whiting		9.7	.0056	2.9	3.0		21,208	.0071	2,186	7,313	6,870	9.0	1.9	11.3	5.0	46.4	34.2	21.7	24.1	11.7	34.8
Crown Point		7.9	.0046	2.4	2.4		14,531	.0049	1,839	6,055	5,950	14.8	3.6	15.7	8.3	45.6	39.3	15.4	20.1	8.5	28.7
Hobart		16.7	.0097	4.6	4.8		29,546	.0099	1,769	6,423	6,122	9.6	2.2	11.6	5.9	51.5	42.8	19.6	24.6	7.7	24.5
La Porte	238	90.0	.0523	26.8	27.9	54.0	149,916	.0802	1,666	5,594	5,368	15.0	4.0	18.5	10.7	46.4	43.8	14.2	20.3	5.9	21.2
△Michigan City		32.0	.0186	8.9	9.5		50,324	.0169	1,573	5,654	5,250	13.6	3.6	18.3	10.6	48.1	45.7	14.6	21.0	5.4	19.1
La Porte		22.0	.0128	7.5	8.0		44,299	.0148	2,014	5,907	5,517	13.1	3.3	17.5	9.7	47.6	43.1	15.1	20.6	6.7	23.3
Lawrence		36.7	.0213	11.2	12.0	17.4	51,312	.0172	1,396	4,501	4,264	24.3	8.1	25.5	18.3	38.2	45.1	8.9	15.9	3.1	12.6
Bedford		14.0	.0081	4.5	4.9		23,466	.0079	1,676	5,215	4,716	20.4	6.0	21.9	14.1	41.5	43.4	11.4	18.1	4.8	18.4
Madison	172	120.5	.0701	37.9	41.0	69.9	216,792	.0727	1,799	5,720	5,280	14.2	3.8	18.8	9.8	47.8	44.9	15.7	22.4	5.5	19.3
△Anderson		50.4	.0293	16.6	19.0		100,857	.0338	2,001	6,076	5,305	12.0	3.1	15.1	8.3	49.7	45.1	17.3	23.7	5.9	19.8
Elwood		11.9	.0070	3.7	4.0		20,208	.0068	1.698	5,462	4.966	14.7	4.1	18.3	11.1	49.1	48.8	13.6	20.5	4.3	15.5

ADS AND DATA GO TOGETHER: READ BOTH

A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.



Double power brings double coverage to the nation's 65th TV market

With a boost in power to 282 KW's and a switch to the new lowest channel, 16, WNDU-TV now brings a clearer, better and brighter picture to this prosperous fifteen county Indiana-Michigan market. And do people love it! Of the area's top 63 shows rated in the November, 1957 ARB, all received a rating of 20 or better. 'Nuff said?

Represented by Edward Petry and Company, Inc.

WNDU-TV



THE NOTRE DAME STATION SERVING SOUTH BEND-ELKHART

INDIANA		0	M E	BTIMAT	ION ES, 1/1/	58	EF BU	FECTIVI	E NCOM!	E- (SM E	TIMAT	TES, 1	957	Th	e "SM"	" symi	SALES	urk original	ginal, e AGEMI	xclu- ENT.
INDIANA COUNTIES CITIES	tro- poli- tan	Total	~	House-	Con- sumer Spend-	Urban Pep.	Not		Par	Par	Income			łn	teme B	roakdov	un of I	louseho	ids		
(centinued)	Area	(thou- sands)	u.s.A.	(thou- sands)	ing Units (thous.)	(thou- sands)	Dollars (800)	0.5.A.	Capita		Per C. S. U.	\$0-2 % Haida.	07	\$2,500 % Halds.	% Inc.	\$4,000 % Hsids.	07	87,000 % Hsids	-9,999 % . Inc.	\$10,00 % Halda	0&eve
Misrian	66	640.0	.3721	202.3	238.7	872.1	1,388,855	.4857	2,170	8,865	5.818	10.0	2.3	15.2	7.8	47.0	37.9	18.3	22.3	9.5	29.9
▲ Indianapolis		451.1	.2622	143.6	174.5		1,002,349	.3380	2,222	6,980	5,741	10.0	2.3	15.2	7.8	46.9	37.9	18.4	22.4	9.5	29.9
Marshall		31.8	.0183	9.7	10.9	10.4	57,092	.0191	1,812	5.888	5.217	16.5	4.3	18.8	10.8	43.3	40.3	14.6	20.5	8.8	24.1
Plymouth		7.3	.0043	3.3	2.6		18,057	.0051	2,063		5,675	10.7	2.5	16.0	8.2	47.8	40.2	17.1	21.8	8.4	27.3
Martin		11.1	.0085	3.2	3.4		12,932	.0044	1,105	4,041	3,774	29.3	11.1	29.0	23.7	34.3	48.0	5.5	11.2	1.9	8.0
Miami		33.5	.0194	10.8	11.8	14.9	56,535	.0188	1,000	5,235	4,753	20.3	5.9	21.2	13.6	42.0	43.6	11.7	18.4	4.8	18.5
Feru		14.9	.0087	5.0	5.6		27,607	.0092		5,521	4,925	17.1	4.8	19.1	11.6	45.5	45.2	13.2	19.8	8.1	18.6
Manroo		87.0	.0332	15.0	25.2	39.0	90,094	.0334				26.8	7.9	15.9	10.1	39.7	41.4	11.7	18.5	5.9	22.1
Bloomington		39.0	.0226	9.6	21.7		84,900	.0285	2,177	8,844		19.8	8.0	8.9	4.9	48.0	43.3	15.4	21.1	7.9	25.7
Mentgomery		31.6	.0184	10.2	11.5	13.9	84,296	.0182			4,710	21.4	8.3	20.9	13.1	40.6	42.1	12.0	18.9		19.8
Crawfordsville		13.9	.0081	4.5	5.6		26,645	.0089	1,917	5,921	4,730	18.2	8.0	17.9	10.7	44.4	43.4	13.8	20.4		20.5
Mergan		32.6	.0189	10.0	10.3	6.9	43,100	.0145	1,322	4,310	4,176	27.7	9.8	25.3	19.1	35.4	43.4		***		
Martinsville		6.9	.0040	2.3	2.3		10,272	.0035		4,466	4,384	24.2	8.0	25.3	18.2	37.2	43.6	8.7			11.9
Newton		11.1	.0085	3.4	3.8		18,755	.0063	1,690	5,516		19.8	5.6	22.0	13.4	40.4	40.5		18.2	8.0	12.0
Neble		28.1	.0163	8.5	8.8	8.6		.0137	1,480		4.632	22.4	6.9	23.7	18.0	39.5	43.4		16.9		
Kendallville		6.6	.0039	2.2	2.4		11,972	.0040				18.1	5.2	21.6	13.4	43.5	43.8	1000	17.4	4.2 5.4	16.8
ONL	. 1		0004		4.0																
Ohlo		4.1	.0024	1.1	1.3		5,478	.0019		4,980	3,968	23.4	7.8	24.3	17.7		48.6		16.4	2.5	8.5
Orange		17.1	.0099	5.1 3.4	5.7 3.4	2.6	20,423	.0068	1,194	4,005	3,561	39.2	15.5	28.9	23.1	25.8	36.1	5.1	10.8	3.0	14.5
Owen,,		10.0	.0004	0.4	3.4		12,788	.0043	1,173	3,761	3,000	36.1	14.2	25.4	21.7	30.3	42.3	6.2	13.2	2.0	8.6
Parks		15.1	.0087	4.7	8.2		20,250	.0008	1,341	4,300	3,890	29.0	10.5	25.9	20.3	35.6	45.6	7.1	13.7	2.4	9.9
Porry		18.5	.0108	5.3	5.6	8.2	21,650	.0073	1,170	4,085	3,851	30.1	11.2	26.1	21.1	34.5	45.4	7.3	14.5	2.0	7.8
Pike		14.1	.0082	4.4	4.8	2.9	18,254	.0061	1,295	4,140	3,779	32.1	12.0	25.6	20.8	33.0	43.8	7.1	14.3	2.2	9.1
Porter		51.5	.0299	14.7	17.8	10.3	89,554	.0300	1,730	6,002	5.030	17.4	4.6	14.8	8.4	46.0	42.8	15.3	21.5	6.5	22.7
Valparaiso		13.8	.0000	4.0	6.3	117	29,557	.0099	2,142	7,389	4.623	14.3	3.5	10.3	5.8	50.9	44.5	17.2	22.8	7.3	23.7
Possy		19.9	.0116	5.9	5.9	8.2	26,740	.0090	1,344	4,532	4,461	28.9	9.4	23.2	18.3	34.5	39.8		15.9		18.6
Pulaski		13.4	.0078	3.9	4.2		21,177	.0071	1,500	5,430	4,946	22.5	8.3		15.1		34.7	11.1			27.2
Putnam		27.0	.0157	7.7	10.6	8.3	37,765	.0126	1,396	4,905	3,596	33.2	12.1	21.3	18.8	35.1	45.3		15.3	2.8	10.5
Greencastle		8.3	.0048	1.0	4.7	0.0	16, 178	.0064	1,949		3,407	28.7	8.6	6.4	4.3	46.6	49.7	13.7	23.1		15.4
Randolph		29.0	.0109	9.4	10.1	9.4	44,838	.0151	1,548	4,770	4,413	21.4	6.8		16.1		47.9	10.2		3.0	11.7
Winchester		5.7	.0023	1.9	3.1	-	10,286	.0035		5,403	4,746	14.5	4.3	31.0	13.1	47.2	48.3	13.5	20.9	3.8	13.5
Ripley		21.0	.0122	6.4	6.6	3.0	26,202	.0087	1,248		3,953	33.3	12.1	26.2	20.8		39.2	7.1	13.9	3.1	
Phosh		21.3	.0124	8.4	6.7	7.4	33,147	.0112	1,558	5,179	4,800	20.8			44.9	20.4	-	10.0			
Rushville		7.4	.0043	3.2	2.6	7.4	13, 455	.0045	1,818	6, 116	5.019	14.3	8.1	23.4	14.7	38.4	39.6	12.0	18.8	8.4	20.8
St. Joseph	130	240.0	.1396	71.4	87.3	192.7	829,860	.1776		7,421	8,084	10.0	2.1	9.0	4.3		36.8	21.9	19.8 25.1	10.6	23.6
South Bend.																					
Mishawaha		100.6	.0060	51.8			580,596	.1876	2,284	7,458					- 7						
▲South Bend		132.5	.0771	40.4	48.8		309,550	.1038	2,336	7,663	6,378	9.8	2.0	9.0	4.0	47.0	34.4	22.6	25.1	11.8	34.5
Miehawaka		43.1	.0198	10.8	11.8		70,967	.0238	2,081	6,571	5,966	10.4	2.4	12.0	6.0	40.0	40.2	20.3	25.2	8.3	26.2
Scett		15.0	.0067	4.6	4.7	7.9	18,402	.0002	1,227	4,000	3,895	31.0	11.5	28.8	23.3	31.3	41.2	8.4	12.7	2.5	11.3
Shelby		32.7	.0190	10.4	11.3	13.0	52,936	.0177	1,619	5,090	4.867	20.0	6.2	22.8	14.8	40.5	43.2	11.5	18.5	4.4	17.3
Shelbyville		13.0	.0075	4.3	4.9		23,017	.0077	1,771	5,253	4,690	18.7	5.4	23.2	14.1	42.3	43.8	12.2	19.2		17.5
Spencer		15.9	.0093	4.5	5.4		19,835	.0067	1,247		3,847		13.1	25.4	20.8		39.9	8.7	13.4	2.9	12.8
Starke		19.1	.0111	5.7	6.1	3.8	27,189	.0091	1,424			27.8	8.8	22.0	18.2	36.1	40.7	9.6	18.4	4.5	18.9
		47 4	0000	8.0			02 141	0001	4		4 000	m c			40.7						
Steuben		20.5	.0000	8.8	7.3	5.2 4.9	27,141	.0091	1,887	5,219 4,201	4.088 3.880	27.2	8.7 12.0	23.4	16.4	36.3	41.5	8.7	15.0	3.1	18.4
		00.0				44.0				T (OWN O	0.000		400.00	\$ 10 mm s 1	me . 4	- G - 0 - 0	1000	90.4	48.0	G of	240 1



they Buy More because they Have More!

• You can build a healthy sales figure in the big Indianapolis market where every advertising dollar really pulls its oar! Why? Because average annual income per family is \$6,669 . . . 39.3% above the national average.*

That's why Indianapolis citizens are buying more of everything from exercise machines to sewing machines . . . why Indianapolis ranks 7th in retail sales per capita among cities of 600,000 and over!

And it's not only a RICH MARKET . . .

- ▶ It's Big.
- ▶ It's STEADY . . . unsurpassed for diversification and balance of industry and agriculture.
- ▶ You get Saturation Coverage of the metropolitan area, plus an effective bonus coverage of the 44 surrounding counties in The Indianapolis Star and The Indianapolis News. Write for complete market and circulation data.

*Sales Management, Survey of Buying Power, May 10, 1956 THE INDIANAPOLIS STAR YOUR FIRST TEAM FOR SALES IN INDIANA THE INDIANAPOLIS NEWS



ZOOM! UP UP goes TERRE HAUTE City POPULATION

NOW *78,000 instead of 64,214 ('50 Census)

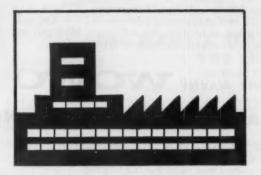
Terre Haute, Indiana, city population increased approximately 21.7% due to recently enacted annexation ordinance that became effective in 1957. . . . Metropolitan county area population over 106,000 . . . 9-county trade area population over 270,000.

Daily Circulation Over 58,000-Sunday Over 46,000

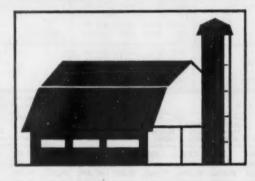
INDIANA			(SM		PULAT	ION ES, 1/1,	/58		BUY	ING II	E NCOMI	- (SM	EST	IMAT	ES,	1957	The	e "SM"	' symi	SALES	rk orig	inal, e	NT.
COUNTIES	Me tro pel	-	Total		25	House- helds	Con- sumer Spend-	Urban Pop.	Net		OZ.	Per	Por	Incen				în	come B	reakdov	m of t	lousehe	lds		
(continued)	Are		(thou- sands		S.A.	(thou- sands)	ing Units (thous.)	(thou- sands)	Dollars (000)	U	% J.S.A.	Capita		C. S.	U.	30-2, % Haids.	0%	\$2,500 % Helds.	% inc.	\$4,000 % Helds.		87,000 % Halds.	0%	\$10,000 % Halds.	
Tippecanse Lafayette-	223		86	.9 .	0805	24.4	37.4	83.0	168,1	42	.0884	1,938	6,891	4,41	15	19.7	8.1	14.8	8.3	43.6	40.5	14.8	20.4	7.4	25.7
West Lafayette		- 1	53		0809	15.8			108,5	5.0	.0364	8,048	7,098		- 1										
△Lafayette		- 1	39		0231	12.5	14.7		71,9		.0241		5,757	4,80		19.0	5.2		10.8	43.5	43.4	13.4	19.7	-	21.9
West Lafayette.		- 1	13		0078	2.8	8.6		36,6		.0123		13,071	4,21		30.0	5.5		10.0	30.0	19.5	10.0	23.5	5.0	41.5
Tipton		- 1	16		D997	4.9	8.3				.0083					20.1	6.1		15.2	41.4	44.2	10.8	17.4	4.4	17.1
Union			8	.9	0035	1.7	1.9		9,3	106	.0031	1,877	5,474	4,72	18	17.9	5.1	21.2	13.2	44.0	44.9	12.1	18.7	4.8	18.1
Vanderburgh	47		183	.0 .	1084	86.9	63.2	157.6	329.3	34	.1104	1,800	5,788	8,20	18	16.3	4.3	19.0	10.9	44.5	41.9	13.6	19.4	6.6	23.5
▲ Evansville		- 1	139	.0	0808	43.8	50.5		261,9		.0878	7.6		5,18		14.9	3.9	18.5	10.4	45.7	42.1	14.1	19.7	6.8	23.9
Vermillion		- 1	18	.1 .	0105	5.8	5.8	6.1	23,4	198	.0079		4,051	3,98	15	32.8	11.9	25.3	20.1	32.2	41.6	6.8	13.3	2.9	13.1
Vigo		1	106	.0	0616	34.6	40.1	95.2	191,2	102	.0641	1,804	5,526	4,78	3 :	20.8	5.9	19.7	12.3	41.6	42.0	12.3	15.8	5.6	21.0
▲Terre Haute		-	80	.0	0465	27.1	82.8		156,7	34	.0526	1,959	5,784	4,76	14	19.1	5.3	19.1	11.5	43.1	42.8	12.9	19.2	5.8	21.5
Wabash		1	31	.5	0183	9.8	10.5	15.1	47,8	77	.0161	1,520	4,885	4,55	4	23.0	7.1	22.3	18.1	40.6	44.8	10.0	16.6	4.1	18.4
Walnush		- 1	11		0068	3.8	4.0		19,4		.0065	1,662	5,116			19.1	5.6		14.0	44.1	46.3	10.7	17.0	4.4	17.1
Warren		п	8.	.5 .	0080	2.6	2.9		13,8		.0048	1,634				19.2	5.6	26.6	18.8	38.9	40.4	9.7	10.3	5.6	21.9
Warrick		1	24		0142	7.4	7.8				.0111					29.1	9.9	23.8	17.5	35.6	42.9	8.0	14.0	3.5	15.1
Washington		П	18.	.0	0108	5.3	5.6	3.5	21.4	10	.0072	1.189	4.040	3.81	a l	35.7	13.4	26.5	21.6	28.7	38.2	8.9	11.8	3.2	15.0
Wayne			77.		0449	23.3	26.5				.0448	1,731	5,735	5,04		15.8	4.3		11.3	45.7		13.4	19.5	~ ~ ~	21.0
△Richmond		-	45		0262	14.2	16.4		84,7		.0284	1,884	5,969	5,15		13.7	3.6	18.6	10.7	47.2	43.8	14.2	19.9	6.3	22.0
Wells		- 1	20.	.1 .1	0116	6.3	6.6	6.3	31,4	47	.0105	1,565	4,992	4,73	2 1	21.1	6.3	22.9	14.9	40.5	43.3	11.1	18.0	4.4	17.5
Bluffton		1	6.	.3 .0	0036	2.1	2.3		11,2	17	.0038	1,780	5,341	4,78	11 1	19.5	5.6	21.8	13.7	42.4	43.5	11.1	17.3	5.2	19.9
White		1	18.	. 0	0100	8.0	6.1	3.6	29.3	57	.0099	1,578	4,893	4,74	1 1	23.7	7.2	22.7	15.0	38.0	40.9	10.8	17.6	4.8	19.3
Whitley		-	20.		0119	6.6	6.6	5.1	30,8		.0103	1,504	4,672	4,63		23.2	7.3	22.6	15.4	40.0	44.6	10.4	17.5	3.8	15.2
Columbia City			5.	.1 .0	0030	1.8	1.9		9,3	65	.0031	1,836	5,203	4,85	7 1	19.9	5.8	21.5	13.5	41.6	42.9	12.1	18.9	4.9	18.9
Total Above Cities		1	2,275.	9 1.3	3233	707.7	851.6		4,613,1	19 1	.5467	2,027	6,518	5,41	7	13.2	3.2	16.2	8.6	46.3	40.2	16.6	22.0	7.7	26.0
State Total		1	4,504.	4 2.0	8189 1	.372.4	1,562.7	2,771.3	8,041,0	68 2	.8960	1,788	5,850	5,14	6 1	17.3	4.6	18.6	10.7	43.3	40.9	14.3	20.5	6.5	23.3
		SH	PO	PULA	TION	1/1/58	1	SM	E. B. I. ESTIMAT	TES.	1967			T		SH	P	OPULAT	TION TES, 1/	/1/58	1	SH	E. B.	ATES,	1957
		Г	-		Con	- 1 -								-		T	I		Cen-	I				T	
METRO. AREAS	Total (thou- sands)	U.	% (hold thou- ands)	Spen ing Unit (thou	d- Po		Net Dollars (\$000)	of C	Per Cap- ita	Per H'se- held		AREAS		Tota (thou sand	J- 0	6	hold (thou- sands)	Spend- ing Units (thous.)	(thou sand:	- 1	Net Dollars (\$000)	% of U.S.A	Per Cap- ita	Per H'so hold
△Anderson	120.5	.6	1701	37.9	41	.0	69.9	216,792	.0727 1	,798	5,720	△Mic	higan C	ity	90	.8 .8	623	26.8	27.9	5	1.0	149,910	.080	1,686	5,59
△Elkhart	98.1		1671	30.7			58.6	189,314				Munc	io		106	.2 .0	629	33.8	38.9	71	1.9	198,78	.0650	1,819	5,82
Evansville	220.5	.1	282	68.3	74	1.7 1	78.6	376,300					hmond.				449	23.3	26.5		0.0	133,63		1,731	
Fort Wayne	222.8		296	69.1			64.9	460,673					Bend.		240		395	71.4	87.3			529,800		2,208	
Indianapolis	640.0		1721	202.3				388,855				Terre	Haute.	****	106	0. 0	616	34.6	40.1	96	5.2	191,20	.064	1,804	8,52
△Kekeme	63.0		1366	19.5			45.2	113,967				-						-							
△Lafayette	88.9		1505	24.4		7.0	53.0	168,142	1		-	Total	Above	Areas 2	. 147	.3 1.2	485	864.7	772.8	1,65	1.7 4,	221,64	1.416	1,966	6,35
∆Marion	74.1	1 .1	1431	22.0	25	1.4	45.8l	116,195	.0390 1	,566	0,141	1		- 1						1	1		1		1

The LAFAYETTE JOURNAL AND COURIER . . . Your Best Buy for Greater Sales in Northwestern Indiana

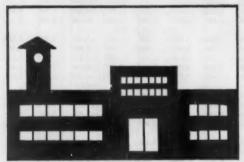
No other newspaper or advertising medium can cover this rich nine-county market in Northwestern Indiana. 100% City Zone Coverage plus 65% coverage in the nine-county Retail Trading Zone produces readership in a market with a consistently high level of income and spending.



INDUSTRY
Diversification of the industries in the Lafayette market provides for a consistently high level of employment and spending which assures the advertiser of a receptive audience for his advertising message.



AGRICULTURE
Lafayette is the trading center for this \$161,000,000 farm market which can be reached and sold only through the pages of the Journal and Courier. Daily farm market reports along with regular farm news makes the Journal and Courier the ideal medium for covering this rich farm market.



EDUCATION Purdue University, one of the leading Engineering and Agriculture schools in the country is one of the main factors in the overall economic importance of the Lafayette market. Besides being the largest employer in the area, the cultural advantages of a large university boosts the standard of living of the people in the surrounding area.

Your key to greater sales in Northwestern Indiana

LAFAYETTE WEST LAFAYETTE INDIANA

> Indiana's Best Balanced Market



JOURNAL COURIER

Member of Federated Publications

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER COMPANY



FIRM at FIRST for FOURTH year

Latest Pulse figures (Oct.-Nov., 1957) give WOWO the biggest share of audience in every one of 472 quarter hours surveyed—6 A.M.-11 P.M., Monday through Sunday.

Audience loyalty like that explains why so many national and local advertisers find it pays to put their product messages on WOWO. Why not put WOWO to work for you, too?

For hard-selling availabilities call Tom Longsworth, WOWO Sales Manager, at Anthony 9436, in Fort Wayne, or your nearest PGW 'Colonel'.

In Fort Wayne—and the great tri-state area of Indiana, Michigan and Ohio—no selling campaign is complete without the WBC station...



FORT WAYNE WOWO

WESTINGHOUSE BROADCASTING COMPANY, INC.

P.S. WOWO's RADIO MARKET IS 37TH... according to a recent A. C. Nielsen Survey of the top 300 U.S. radio markets—a fact to remember when you're using national spot to hit the big targets!

INDIANA	Me-			RETA	IL SA	LES-	SM ES	TIMAT	ES, 191	57					rk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (8000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Adams		22,148	.0110	3,306	.0117	87	82	4,993	1,263	1,875	737	2,046	4,414	2,538	2,913	42
Decatur		13,383	.0067		.0085	112	137	3,051	899	810	518	1,059	2,737	1,388	1,802	386
Allen	51	281,916		4,080	.1437	111	109	48,134	21,696	53,300	17,382	15,496	61,574	21,307	15,784	8,700
▲Fort Wayne	*	247,649	.1287		.1088	125	142	41,135	19,264	49,947	17,081	14,064	87,154	15,991	10,846	7,85
Bartholomew		52,080	.0260	3,858	.0244	84	100	14,113	3,137	5,975	1,815	2,097	10,501	4,269	6,900	1,431
Columbus		47,487	.0237		.0166	124	177	12,469	2,483	8,554	1,750	2,030	10,150	3,547	6,445	1,350
Benton		14,888	.0075	4,512	.0068	165	115	3,000	980	421	107	877	3,417	1,435	3,248	223
Blackford		15,280	.0076	3,549	.0078	93	93	3,280	782	1,452	513	787	4,639	963	1,842	521
Hartford City		12,663	.0063		.0047	100	147	2,587	534	1,213	429	592	4,231	780	1,276	454
Boone		26,183	.0131	2,975	.0151	96	83	6,129	1,735	2,256	1,182	1,167	4,900	3,389	4,485	967
Lebanon		18,274	.0001		.0067	126	172	3,555	991	2,039	1,093	842	4,100	1,288	3,283	601
Brown		2,652	.0013	1,658	.0022	63	37	817	244	148	42	82	310	115	606	81
Carrell		20,410	.0102	3,851	.0098	98	104	4,483	999	1,084	338	481	4,943	1,871	2,790	375
Cass		44,579	.0223	3,684	.0221	94	94	9,256	2,925	4,286	3,290	2,200	8,685	3,861	4,744	1,350
Logansport	-	37,062	.0185		.0150	114	140	7,901	2,473	4,005	3,254	1,990	7,885	3,066	2,856	1,19
Clark	84	56,300	.0281	3,236	.0294	86	82	18,768	3,265	2,676	1,408	1,807	10,576	8,122	4,175	1,84
Jeffernonville		37,395	.0187		.0127	118	173	11,713	1,610	1,686	1,188	1,205	9,077	5,500	2,405	1,18
Clay		23,467	.0117	2,862	.0128	88	81	6,425	1,548	1,313	706	938	6,032	2,463	2,204	841
Brasil		17,897	.0089		.0063	115	162	4,832	1,233	1,028	633	794	5,447	1,730	897	521
Clinton		34,113	.0170	3,249	.0180	96	90	7,586	2,848	2,788	1,624	1,683	6,309	2,787	4,298	907
Frankfort		27,041	.0135		.0107	113	142	5,730	2,009	2,583	1,624	1,303	5,882	2,213	3,112	800
Crawford		5,803	.0029	2,418	.0032	67	80	1,773	147	840	65	251	1,031	679	194	
Daviess		22,461	.0113	2,739	.0129	80	70	5,142	1,479	1,442	1,238	1,100	4,232	2,138	3,835	571
Washington		17,833	.0080		.0072	106	131	3,835	1,075	1,170	1,198	1,124	3,457	1,555	2,813	490
Dearbern	-	23,719	.0118	2,888	.0140	85	72	6,990	2,081	1,114	957	1,444	4,782	2,831	1,804	771
Decatur		23,978	.0120	4,206	.0105	95	108	4,251	1,177	2,433	579	888	5,405	1,408	5,191	477
Greensburg		19,137	.0096		.0058	135	223	3,170	716	1,999	578	689	8,127	1,116	3,929	473
De Kalb		28,516	.0142	3,168	.0153	91	85	6,504	1,736	1,820	753	1,808	7,978	2,570	2,267	653
Auburn		12,533	.0063		.0047	124	166	3,140	727	1,290	441	825	3,895	424	981	310

SM Standard (A) and Potential (A) Metropolitan County Areas.

O SM, 1958.

IN 1957 THE MONEY-MAKING MUNCIE MARKET HAD \$15,626,144 TO SPEND from the GENERAL MOTORS plants alone!

from the GENERAL MUTUKS plants of the GENERAL MUTUKS plants of the first of the fir

Families in this money-making market have money to spend . . . You can get your share by using Eastern Indiana's two great newspapers! . . .

THE MUNCIE STAR - THE MUNCIE EVENING PRESS

Combined Circulation 49,456*

Sunday 31,014*

Represented Nationally — Kelly Smith Company

*ABC Audit Report Ending June 30, 1957

INDIANA	Me-			RET	AIL S	ALES-	SM E	STIMA		957		sive	estimates	by SALES	MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (8000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg. Hdwre. (\$000)	Drugs (\$000)
Delaware	95	120,288	.0601	3,559	.0635	101	96	28,655	8,737	12,527	6,840	8,195	24,940	8,655	9,981	3,889
▲Muncie		103,909	.0519		.0450	117	135	26,254	7,295	12,184	6,658	7,192	21,272	7,433	8,732	3,533
Dubeis		31,173	.0156	4,453	.0137	93	105	5,340	1,855	1,199	1,174	1,467	7,249	1,880	4,071	630
Elkhart	202	129,711	.0648	4,225	.0626	110	113	28,661	6,937	11,660	6,156	6,718	30,263	9,763	12,920	3,000
△Elkhart		71,444	.0357		.0295	131	158	16,830	4,470	8,106	4,000	2,895	17,191	8,140	6,563	1,787
Goshen		30,016	.0150		.0109	135	185	6,815	1,342	1,750	1,514	1,717	6,708	2,264	1,946	697
Fayette		26,210	.0131	3,318	.0148	95	84	6,577	1,432	2,051	1,100	2,271	5,437	1,800	1,516	844
Connersville		34,304	.0121		.0115	110	115	6,151	1,322	1,576	1,000	2,270	5,241	1,743	1,301	844
Floyd	84	55,382		3,482		95	93	13,684	3,337	3,964	4,141	2,300	12,357	6,535	4,687	1,447
New Albany		52,188			.0230	104	118	13,112	3,024	3,528	4,141	2,327	12,202	5,878	3,916	1,447
Fountain		22,892	.0113	3,782	.0101	96	108	4,987	1,253	795	429	683	7,081	2,059	3,666	465
Franklin		10,281	.0051	2,187	.0070	67	49	2,205	823	917	186	403	1,884	787	1,524	200
Fulton		10,287	.0097	3,782	.0089	95	103	3,568	899	1,537	757	885	3,590	2,177	4,058	513
Rochester		11,470			.0041	121	108	2,697	608	830	732	478	2,461	1,072	1,658	327
Gibson		30,115	.0150	2,952	.0162	86	78	7,129	1,724	2,510	722	783	6,505	2,548	4,835	571
Princeton		17,123	.0088		.0062	113	158	3,704	912	1,263	306	357	4,779	1,251	3,068	401
Grant	235	72,681	.0363	3,216	.0390	90	84	17,189	5,010	7,745	4,356	3,784	14,800	6,436	7,429	2,493
△Marion		56,871	.0234		.0229	112	139	13,492	3,818	7,294	4,120	2,931	12,158	4,515	4,281	1,994
Greene		25,973	.0130	2,951	.0129	84	84	8,078	1,559	1,790	1,924	890	6,097	2,778	2,300	680
Hamilton		29,807	.0148	2,806	.0178	92	78	6,881	2,214	1,686	972	952	7,858	2,832	3,749	746
Noblesville		16,900	.0084		.0057	127	187	3,293	1,021	1,188		677	6,040	1,276	1,187	400
Hansock		28,542	.0132	3,318		94	91	5,729				1,222	6,020		3,108	767
Greenfield		15,898			.0059	120	161	3,795				631	4,499			541
Harrison		12,941	.0065	2,442	.0081	73	59	2,818	639	1,332	199	635	3,051	935	1,622	161
Hendricks		29,247	.0146	2,840	.0185	93	74	5,453	1,883	1,029	324	681	8,589	2,805	4,460	1,310
Henry		53,514	.0288	3,430	.0288	94	88	12,677	2,883	4,385	2,068	2,576	13,393	4,236	4,795	1,469
New Castle		36,662	.0183		.0146	122	153	8,667	2,079	3,658	1,880	1,665	8,734	2,375	3,178	1,066
Howard	221	73,280	.0386	3,757	.0374	102	100	17,135	4,400	9,302	3,955	4,088	15,423	4,222	6,995	2,107
△Kokomo		65,519	.0327		.0291	111	124	14,827	4,081	9,053	3,892	3,923	14,180	3,373	5,128	2,000
Huntington		37,377	.0186	3,429	.0187	94	93	8,281	2,084	2,420	1,916	1,938	8,753	4,338	4,279	1,014
Huntington		28,34	.0142		.0108	115	151	6,779	1,655	2,001	1,815	1,690	6,430	3,089	2,928	74
Jackson		31,956	.0160	3,551	.0147	85	93	7,061	1,623	2,559	1,266	1,144	6,401	3,821	4,770	48
Seymour		23,73	.0119		.0081	117	172	5,319	1,069	1,821	1,193	848	4,193	3,150	3,241	34
Jasper	1	22,68	.0113	4,281	.0103	95	105	4,729	956	1,695	710	976	3,997	1,983	5,902	35
Jay		23,05			.0120	90	86	5,315					8,44	2,454	2,687	
Portland		14,80	.0074		.0048	141	218	3,330	849	962	898	400	4,11	1,588	1,729	30
Jefferson		31,22	.0156	4,661	.0128	90	110	7,196			1,365	1,878	8,80	7 2,498	3,484	1,00
Madison		27,71	.0138		.0081	129	219	6,256	1,599	2,40	1,365	1,822	6,52	8 2,052	3,127	99
Jennings		12,93	.0068	2,811	.0070	67	62	2,316	800	74	505	334	4,41	1,367	1,356	26
Johnson		35,28	.0170	3,061	.0203	93	80	8,586	1,972	1,82	784	1,720	9,00	5 3,362	3,955	1,13
Franklin		16,56	3 .0061	3	.0000	125	173	3,037	821	1,23	554	510	4,45	3 1,390	1,861	
Knex		44,75	.0224	3,311	.0227	90	89	10,193	2,481	6,82	2,279	2,287	9,11	3,90		
Vincennes		35,46	.0177	1	.0130	117	159	7,409	1,801	5,40	2,119	2,062				

SM Standard (\blacktriangle) and Potential (Δ) Metropolitan County Areas.

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dominates

SOUTH BEND...Indiana's 2nd Market*



ASK
PAUL H. RAYMER CO.,
NATIONAL REPRESENTATIVE

You can reach only one conclusion when you study A.R.B., Pulse, Hooper, and other rating reports: People here have an overwhelming preference for WSBT-TV! No other area station comes close to WSBT-TV in the number of top-rated shows carried. Chicago and Michigan stations aren't even in the running.

* South Bend-Mishawaka City Corporate Area

SOUTH BEND, IND.

CHANNEL

22

AND LOOK AT THE MARKET WSBT-TV DOMINATES!

1st in Indiana in Effective Buying Income per capita. 2nd in Indiana in total Effective Buying Income. 2nd in Indiana in Total Retail Sales. 2nd in Indiana in Food Sales. 2nd in Indiana in Drug Sales.

Source: Sales Management, Survey of Buying Power, 1958.

WSBT-LY
CBS... A CBS BASIC OPTIONAL STATION

INDIANA	Me-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957					rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Rotail Saies (\$000)	% of U.S.A.	Per Haid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (8000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (8000)	Furn.~ House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (8000)	Lumber- Bldg. Hdwre. (8000)	Drugs (\$000)
Warsaw		50,152 23,373	.0250 .0117	4,145	.0218	99 145	113 249	10,028 4,740	2,975 1,308	2,582 1,589	1,457 1,149	2,200 1,395	8,881 3,939	8,732 3,253	7,838 2,624	2,681 1,640
Lagrange	28	12,776 677,779	.0064	2,904 4,217	.0072 .3056	77 111	68 104	2,128 149,077	618 45,928	1,050 75,598	208 36,449	482 31,027	3,918 105,048		2,156 38,423	200 17,200
Bast Chicago		238,481 227,094	.1191		.1145	180 115	125 112	55,900 56,890	18,971 17,948	38,072 38,188	17,446 16,108	13,711 13,505	80,881 35,976	16,230 16,159	14,189 11,446	6,530 7,515
Hammond East Chicago		167,194 71,227	.0835		.0768	123 114	134 108	36,141 19,768	10,860 8,111	29,454 2,618	12,199 5,247	9,953 3,758	35,301 15,020	11,001 5,229	10,297 3,842	4,218 2,312
Whiting Crown Point		23,845 16,737	.0119		.0082	146 128	213 183	6,767 3,824	2,462 682	2,687 783	1,166 576	1,843 656	5,693 4,652	1,058	1,304 2,293	651 113
Hobart	288	14,595 108,981	.0073	4,086		94	75 104	5,886 27,781	775 7,848	10,554	8,158	331 3,946	2,618 20,614	9,621	982 7,713	492 3,440
△Michigan City La Porte		49,518 46,657	.0247		.0196	105	183	14,600 10,653	3,564 2,283	6,959 3,214	3,023 3,135	2,076 1,790	8,434 10,632		2,324 3,041	1,847
Lawrence		38,705 28,852	.0193	3,480	.0186	87 122	91 178	11,058 7,986	2,003 1,514	3,282	1,840	2,123 1,789	7,389 5,442		3,354 2,240	984 727
Madison	172	138,909 96,096	.0005	3,067		102	99	33,238 23,044	8,540 5,618	12,972 9,889		7,918 5,862	30,493 23,355	10,951	10,857	5,265
Elwood	06	16,945 934,631	.0085	4,820	.0074	106 120	121 125	3,566 180,080	1,070 72,383	2,020 178,746	793 38,524	850 50,585	3,487 202,890	1,908	1,309 47,456	553 44,194
▲Indianapolis		870,099			.3509	134	166	160,935	64,730	176,718	36,991	48,380	198,077	53,926	39,532	40,514
Marshall		34,384 17,100	.0085		.0000	101 140	94 198	7,254 4,029		1,676	1,482 1,118	986 442	7,112 3,596	1,587	4,554 1,497	816 369
Martin		9,738 33,217	.0100	3,042 3,078	.0183	78 94	74 88	2,013 7,370	2,111	480 3,248	312 1,195	295 1,493	2,889 5,988	3,293	3,922	233 631
Peru		25,261	.0126	0.700	.0101	116	145	5,904	1,369	2,889	1,150	1,393	4,622			581
Monroe Bloomington		58,067 51,178 41,869	.0280	3,738	.0265	96 117 103	94 113 114	13,686 11,935 8,176		3,699 3,623 3,618	4,656		13,214	4,051	2,846	
Crawfordsville		30,991		4,104	.0107	132	191	5,857	1,530		2, 032 1,980	2,122 1,731	9,710 7,185		3,915	1,127

SM Standard (A) and Potential (Δ) Metropolitan County Areas.

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SATURATE INDIANA'S 2nd MARKET*



Business is good in South Bend, Indiana. The figures at left attest to that. In addition there are other signs, such as: Housing Construction up in '57, Savings Deposits at an all time high in '57. Spending leads the 7th Federal Reserve District for '57. South Bend a HIGH-SPOT CITY (Sales Management) often in '57. Department Store sales show up better than in any other major Indiana city in '57. There's more, tool You can blanket this rich market with only one newspaper-The South Bend Tribune, Write for free market data book.

*South Bend-Mishawaka City Corporate Area

South Bend



Franklin D. Schurz - Editor and Publisher STORY, BROOKS & FINLEY, INC. . NATIONAL REPRESENTATIVES

INDIANA	Me-			RET	TAIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" sy estimates	mbels man	rk eriginal, MANAGEI	exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Heid. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Feed (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (8000)	Furn,- House- Appl. (\$000)	Auto- motive (8000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre, (\$000)	Drugs (\$000)
Morgan		26,631	.0134	2,063	.0151	80	71	7,212	1,289	2,333	501	1,074	5,190	3,028	3,466	864
Martinavilla		14,861	.0074		.0048	120	185	4,235	543	1,066	399	602	3,153	1,359	2,003	389
Newton		13,010		3,826	.0064	98	100	1,951	1,134	629	197	460	3,173	1,496	2,851	488
Noble		32,267	.0161	3,796	.0149	91	99	5,996	2,004	1,365	901	1,297	8,218	3,802	5,523	621
Kendallville		14,287	.0071		.0049	126	182	2,862	948	926	544	788	3,870	1,383	2,330	312
Ohio		2,483	.0012	2,266	.0018	76	50	966	177	227	55	61	431	225	209	208
Orange		14,889	.0075	2,919	.0076	77	78	3,850	922	763	334	513	3,618	1,768	1,822	498
Owen		8,891	.0043	2,556	.0047	73	67	2,237	567	457	***	369	2,260	1,119	726	281
Parke		11,870	.0059	2,827	.0070	80	66	3,293	684	693	38	218	2,560	1,304	1,752	268
Perry		17,449		3,292	.0084	78	81	4,672	1,042	1,048	867	998	6,297	935	693	400
Pike		11,174		2,540	.0063	77	68	2,603	503	843	265	236	4,318	1,213	867	148
Porter		47,751	.0239	3,248	.0282	94	80	10,955	3,308	3,317	1,307	1,675	11,409	4,540	6,249	1,477
Valparaiso		27,063	.0135		.0106	133	169	6,048	1,613	2,526	1,087	1,333	7,483	2,069	2,428	1,059
Posey		15,137			.0091	78	85	3,912	1,039	975	299	780	3,988	1,298	1,833	424
Pulaski		15,798		4,051	.0074	95	101	2,692	637	806	216	448	3,480	1,240	4,286	389
Putnam		25,334		3,290	.0133	85	81	5,301	1,395	1,872	755	1,000	6,685	2,307	3,472	66
Greencastle		16,466	.0083		.0061	197	171	2,704	628	1,364	697	832	8,874	964	2,106	886
Randelph		28,697		3,053	.0152	90	85	5,834	1,344	2,058	621	1,574	5,891	2,837	3,284	720
Winchester		12,075			.0042	127	182	2,379	061	1,076	350	645	2,853		799	296
Ripley		23,416		3,659	.0103	84	96	4,809	1,357	756		851	8,729		2,112	605
Rush		21,788		3,404	.0114	92	88	3,836	1,014	670		575	4,595		3,373	53
Rushville		15,953	.0090		.0055	128	186	2,985	798	611	530	520	3,681	1,708	3,117	411
St. Joseph	139	289,562	.1447	4,055	.1601	115	104	63,696	21,352	41,285	19,287	17,978	59,353	22,077	18,819	9,31
Mishawaka		261,974	.1309		.1885	128	185	\$7,785	10,181	40,637	18,851	16,608	85,184	18,984	18.674	8.50
▲South Bend		212,426	.1061		.0992	129	138	45,433	15,018	38,518	17,451	14,681	38,479			
Mishawaka		49,548			.0233	118	125	12,358	4,166	2,119	1,400	1,921	16,655			
Scott		13,511		2,937	.0088	78	77	3,165	856	610	789	809	3,095			
Shelby		33,574	.0168	3,228	.0177	93	88	8,071	1,733	2,882	1,701	1,382	7,168			
Shelbyville		26,314	.0131		.0093	194	175	5,819	1.334	2,026		1,290	6,648			

SM Standard (A) and Potential (A) Metropolitan County Areas.

O SM. 1958.

INDIANA	Me-				TAIL S	ALES-	SH	ESTIMA		957		sive	estimates	by SALES	rk original, MANAGE!	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Flutail Sales (\$000)	of U.S.A.	Per Hald, Retail Sales	Buying Power Index	Quality index	Index of Sales Production	Food (8000)	Eating & Drink. Places (8000)	General Mdse. (\$000)	Apparel (8000)	Furn House- Appl. (8000)	Auto- motive (\$000)	Gas Stations (8000)	Bidg. Hdwre. (\$000)	Drugs (\$000)
ipencer		11,314	.0056	2,514	.0000	74	80	2,348	914	605	189	260	3,096	1,110	1,247	31
itarkeitouben		21,561 20,164	.0101	3,783	.0108	90	97 102	3,917 4,839	1,849	1,689	556 537	1,501 585	8.702 4,005	2,140 2,441	3,100	2:
offivan		18,782	.0083	2,458	.0006	81	70	4,400	1,122	1,333	326	550	3,903	1,586	1,778	3
witzerland	223	4,012 95,094	.0020	1,824 3,897	.0030	70 104	94	738 19,738	152 8,206	13,734	6,873	123 4,802	785 16,783	7,200	738 6,810	4,5
West Lafayette		85,000	.0484		.0371	190	137	18,744	7,563	13,663	6,874	4,631	13,111	5,979	4,714	4.4
△Lafayette West Lafayette		69,504 15,496	.0347		.0100	117	180	15,330 3,414	6,330 1,233	9,225 4,428	6,358 516	4,391 340	11,607 1,504	4,281 1,008	4,233 462	3,9
Tipton		12,631	.0064	2,578	.0000	82	66	2,665	771	900	459	532	2,871	1,076	2,279	4
Union		6,718	.0033		.0033	94	94	1,207	249	221	155	362	711	701	1,390	2
Vanderburgh ▲Evaneville	47	208,235 203,728		3,660	.1076	101	126	49,801 48,911	17,218 16,021	27,577 27,038	20,310	14,282 14,206	33,846 33,458		7,692 7,067	8,2 8,2
Vermillien		17,829	.0089	3,074	.0088	84	85	4,472	1,180	1,191	500	990	4,979	1.655	1,790	4
Vigo	149	129,118		3,732	.0837	103	106	26,646	8,768	28,638	5,447	5,944	27,007	8,973	6,658	4,5
▲Terre Haute		118,895	.0594		.0534	115	128	23,935	7,118	28,006	5,400	5,766	26,074	6,840	8,794	4,3
Wabash		35,072 21,623		3,579	.0170	93	96 150	7,506 5,557	2,119 1,462	2,382 1,634	1,249 983	2,689 2,179	7,188 4,202	3,118 1,431	3,156 1,226	
Warren		4,304	.0021	1,055	.0039	78	42	1,795	236	120		101	432	256	1,104	
Warrick		14,806	.0074	2,001	.0106	78 74	82 87	4,148 3,810	1,051	857	123 442	464 420	3,855 4,048	578	2,767 1,447	1
					1000											
Wayne	262	90,149		3,869		100 116	190	18,940			5,011	6,183	19,553			3.
△Richmond Welts		72,195 28,204		4,001	.0303	97	100	5,494			4,645	5,948 1,998	14,387	1	6,290 3,204	2,
Bluffton		16,917		4,001	.0052	144	236	4,262			620	1,269	3,027			
White		26,923		4,487		103	124	8,237			936	1,308	8,619			
		00 838	0102	9 111	.0107	90	87	4,395	1,217	1,098		707	4 800	0 202	0.957	
Whitley Columbia City		20,538 11,794		3.111	.0039	130	197	2,524			565 475	787 626	4,590 3,000			
Total Above Cities		3,853,190	1.9247		1.6160	122	148	841,659	264,432	559,804	229,648	216,892	834,822	277,946	247,781	187,
State Total		5,171,535	2.5835	3,768	2.8468	101	99	1,150,250	356,919	627,835	255,228	287,138	1,097,077	431,834	445,704	172,
METRO. AREAS		1		RE	TAIL S	ALES-	SH	ESTIMA	TES, 1	957						
METHO. MILAO			. 0695	3,667	.0713	102	99	33,23	8,540	12,972	8,956	7,918	30,493	10,951	10,857	5.
△Anderson	172	138,989	.0000						6,937		6,156	6,718	30,263	0 700		3,
△Anderson	202	120,711	.0840			110	113	28,66								
△Anderson	202 47	129,711 244,839	.0848	3,585	.1253	98	95	58,61	19,840		21,865	16,032	40,748	20,898	14,508	
△Anderson △Elkhert Evansville Fort Wayne	202 47 51	120,711 244,839 281,916	.0848 .1223 .1408	3,585	.1253 .1437	98 111	95 109	58,61 48,13	19,840	53,300	17,302	16,032 15,496	40,748 61,574	20,898	14,506 15,784	8,
△Anderson △Elkhart. Evanaville. Fort Wayne. Indianapolis.	202 47 51 66	120,711 244,835 281,916 934,631	.0048 .1223 .1408 .4669	3,585 4,080 4,620	.1253 .1437 .4473	96 111 120	95 100 125	58,61 48,13 180,08	19,840 21,806 72,383	53,300 178,746	17,302 38,524	16,032 15,496 50,586	40,748 61,574 202,890	20,898 21,307 65,978	14,808 15,784 47,456	8, 44,
△Anderson △Elkhart Evansville Fort Wayne Indianapolis △Kekeme	202 47 51 66 221	129,711 244,839 281,916 934,631 73,200	.0048 .1223 .1408 .4669 .0304	3,585 4,080 4,620 3,757	.1253 .1437 .4473 .0374	98 111 120 102	95 109 125 100	58,61; 48,13 180,08 17,13	19,840 21,806 72,383 4,450	53,300 178,746 9,302	17,302 38,524 3,955	16,032 15,496 50,585 4.066	40,748 61,574 202,890 15,423	20,998 21,307 65,978 4,222	14,506 15,784 47,456 6,995	8, 44, 2,
△Anderson	202 47 51 66	120,711 244,835 281,916 934,631	.0848 .1223 .1408 .4669 .0386	3,585 4,080 4,620 3,757 3,897	.1253 .1437 .4473 .0374 .0525	96 111 120	95 100 125	58,61 48,13 180,08	7 19,840 1 21,886 72,383 5 4,451 8 8,206	53,300 178,746 9,302 13,734	17,302 38,524 3,955 6,873	16,032 15,496 50,585 4.066 4,802	40,748 61,574 202,890 15,423 16,783	20,898 21,307 65,978 4,222 7,200	14,508 15,784 47,456 8,995 8,810	8, 44, 2, 4,
△Anderson, △Elkhart. Evansville. Fort Wayne Indianapolis. △Kekeme.	202 47 51 66 221 223	129,711 244,839 281,916 934,631 73,200 95,004	.0048 .1223 .1408 .4669 .0304 .0478	3,585 4,080 4,620 3,757 3,897 3,216	.1253 .1437 .4473 .0374 .0525 .0390	98 111 120 102 104	95 109 125 100 94	58,61; 48,13- 180,08 17,13 19,73 17,18 27,78	7 19,841 21,896 72,383 4,451 8 8,206 8,910 1 7,648	53,300 178,746 9,302 13,734 7,745	17,302 38,524 3,955	16,032 15,496 50,585 4.066	40,748 61,574 202,890 15,423	20,898 21,307 65,978 4,222 7,200 6,436	14,508 15,784 47,456 6,995 6,810 7,429	8, 44, 2, 4, 2,
△ Anderson △ Elkhart Evanaville Fort Wayne Indianapolis △ Kekeme △ Lafayatte △ Marien △ Michigan City Muncie	202 47 51 66 221 223 235 238 95	129,711 244,839 281,916 934,631 73,280 95,094 72,681 100,981 120,286	.0648 .1223 .1408 .4669 .0304 .0478 .0263 .0544 .0601	3,585 4,066 4,620 3,757 3,897 3,216 4,066 3,586	.1253 .1437 .4473 .0374 .0525 .0390 .0519 .0635	98 111 120 162 104 90 99	95 109 125 100 94 84 104 96	58,61; 48,13; 180,08; 17,13; 19,73; 17,18; 27,78; 28,65;	7 19,840 21,896 72,383 5 4,451 8 8,206 9 5,910 1 7,648 8,731	53,300 178,746 9,302 13,734 7,745 10,564 12,527	17,302 38,524 3,955 6,873 4,356 6,158 6,840	16,032 15,496 50,585 4.066 4,802 3,784 3,946 8,195	40,748 61,574 202,890 15,423 16,783 14,800 20,614 24,940	20,898 21,307 65,978 4,222 7,200 8,436 9,621 8,855	14,508 15,784 47,456 6,995 6,810 7,429 7,713 9,981	8, 44, 2, 4, 2, 3,
△Anderson △Elikhart Evansville Fort Wayne Indianapolis △Kokome △Lufayatis △Marion △Michigan City Muncie △Richmond	202 47 51 66 221 223 235 238 95 282	129,711 244,835 281,916 934,631 73,280 96,094 72,681 106,981 120,286 90,146	.0648 .1223 .1408 .4669 .0304 .0478 .0263 .0544 .0601 .0486	3,585 4,080 4,620 3,757 3,897 3,216 4,066 3,886 3,886	.1253 .1437 .4473 .0374 .0525 .0390 .0519 .0635 .0449	98 111 120 162 104 90 99 101 100	95 109 125 100 94 84 104 96	58,61; 48,13- 180,08; 17,13; 19,73; 17,18; 27,78; 28,65; 19,94;	7 19,846 4 21,696 5 72,383 5 4,451 8 8,296 8 8,910 7 ,646 8 8,731 5 8,776	53,300 178,746 9,302 13,734 7,745 10,554 12,527 8,874	17,302 38,524 3,955 8,873 4,358 6,158 6,840 8,011	16,032 15,496 50,586 4.066 4,802 3,784 3,946 8,195 6,183	40,748 61,574 202,890 15,423 16,763 14,800 20,614 24,940 19,563	20,998 21,307 65,978 4,222 7,200 6,436 9,621 8,855 7,180	14,506 15,784 47,456 6,995 6,810 7,429 7,713 9,981 8,042	
Anderson AEikhart Evansville Fort Wayne. Indianapolis AKekeme ALafayette Marien AWitchigan City. Muncie	202 47 51 66 221 223 235 238 95	129,711 244,839 281,916 934,631 73,280 95,094 72,681 100,981 120,286	.0848 .1223 .1408 .4669 .0304 .0478 .0283 .0544 .0801 .0486 .0486 .0486 .0486 .0486 .0486	3,585 4,066 4,620 3,757 3,897 3,216 4,066 3,586 3,986 4,058	.1253 .1437 .4473 .0374 .0525 .0390 .0519 .0635 .0449 .1601	98 111 120 162 104 90 99	95 109 125 100 94 84 104 96	58,61; 48,13; 180,08; 17,13; 19,73; 17,18; 27,78; 28,65;	7 19,846 4 21,686 5 72,383 5 4,451 8 8,296 8 8,910 7 ,646 8 8,731 5 8,776 8 21,383	53,300 178,746 9,302 13,734 7,745 10,584 12,827 8,874 41,285	17,302 38,524 3,955 6,873 4,356 6,158 6,840	16,032 15,496 50,585 4.066 4,802 3,784 3,946 8,195	40,748 61,574 202,890 15,423 16,783 14,800 20,614 24,940	20,998 21,307 65,978 4,222 7,200 8,436 9,621 8,855 7,160 3,22,077	14,506 15,784 47,456 8,995 6,810 7,429 7,713 9,981 8,042 19,819	8, 44, 2, 4, 2, 3, 3, 9,
△Anderson △Elkhert Evansville Fort Wayne Indianapolis △Kokome △Lafayette △Marion △Michigan City Muncie △Richmond South Bend	202 47 51 66 221 223 235 238 95 282 139	120,711 244,835 281,914 934,631 73,200 98,000 72,081 106,981 120,280 90,141 289,563 129,116	.0048 .1223 .1408 .4668 .0308 .0478 .0263 .0544 .0601 .0446 .1447	3,885 4,066 4,620 3,787 3,397 3,216 4,066 3,586 3,361 4,055 3,732	.1253 .1437 .4473 .0374 .0525 .0390 .0519 .0636 .0449 .1601 .0637	98 111 120 162 104 90 99 101 100 118	95 109 125 100 94 84 104 96 100	58,61; 48,13 180,00 17,13; 19,73; 17,18; 27,78; 28,65; 19,94; 63,69	7 19,840 21,896 72,383 5 4,451 8 8,200 7,648 8 7,31 9 8,770 21,355 8 7,700	53,300 178,746 9,302 13,734 7,745 10,584 12,527 8,874 41,285 28,638	17,302 38,524 3,955 6,873 4,356 6,156 6,840 5,011 19,267 5,447	16,032 15,496 50,585 4.066 4.802 3,784 3,946 8,195 6,183 17,979 5,944	40,748 61,574 202,890 15,423 16,783 14,800 20,614 24,940 19,563 89,353 27,007	20,998 21,307 65,978 4,222 7,200 8,436 9,621 9,621 9,635 7,180 3,22,077 8,973	14,506 15,784 47,456 6,995 6,810 7,429 7,713 9,981 8,042 19,819 6,658	8, 44, 2, 4, 2, 3, 3, 9, 4.
△Anderson △Eikhert Evansville Fort Wayne Indianapolis △Kokome △Lafayetie △Marion △Michigan City Muncle △Richmond South Bend Terre Haute	202 47 51 86 221 223 235 238 95 282 139 149	129,711 244,835 281,914 934,631 73,280 95,09 72,681 106,981 120,281 99,141 289,562 129,118 2,709,211	.0040 9 .1223 5 .1408 1 .4669 0 .6306 6 .0477 1 .0564 8 .0001 9 .0456 2 .1447 8 .0046 1 .3536 North C	3,585 4,080 4,620 3,757 3,397 3,216 4,086 3,586 3,384 7,4058 3,732 4,078	.1283 .1437 .4473 .0374 .0525 .0390 .0519 .0638 .0449 .1601 .0637	98 111 120 102 104 90 90 101 100 118 103	95 109 125 180 94 94 104 96 100 104 105	58,61; 48,13; 180,08; 17,13; 19,73; 17,18; 27,78; 28,65; 19,94; 63,69; 26,64;	7 19,846 4 21,696 72,383 4,451 8 8,206 7,646 8 8,731 8 8,771 21,352 8 8,786	53,300 178,746 9,302 13,734 7,745 10,584 12,527 8,874 41,285 28,638	17,302 38,524 3,955 6,873 4,356 6,168 6,840 8,011 19,267	16,032 15,496 50,585 4.066 4.802 3,784 3,946 8,195 6,183 17,979 5,944	40,748 61,574 202,890 15,423 16,783 14,800 20,614 24,940 19,563 89,353 27,007	20,998 21,307 65,978 4,222 7,200 8,436 9,621 9,621 9,635 7,180 3,22,077 8,973	14,506 15,784 47,456 8,995 6,810 7,429 7,713 9,981 8,042 19,819	8, 44, 2, 4, 2, 3, 3, 9, 4.
△Anderson △Eikhert Evansville Fort Wayne Indianapolis △Kokome △Lafaystte △Marien △Michigan City Munels △Richmond South Bend Terre Haute Total Above Areas	202 47 51 86 221 223 235 238 95 282 139 149	129.711 244,833 281,916 934,831 73,200 98,094 72,881 100,981 120,288 90,141 299,986 129,111 2,709,216 Other West	.0040 9 .1223 5 .1408 1 .4669 0 .6306 6 .0477 1 .0564 8 .0001 9 .0456 2 .1447 8 .0046 1 .3536 North C	3,585 4,080 4,620 3,787 3,897 3,216 4,066 3,586 3,732 4,076 5,732 4,076 5,732 6,074	.1283 .1437 .4473 .0374 .0525 .0390 .0519 .0638 .0449 .1601 .0637	98 111 120 162 124 99 101 100 115 103 109 nsas, Min South Di	95 109 125 180 94 94 104 96 100 104 105	58,61; 48,13; 180,08; 17,13; 19,73; 17,18; 27,78; 28,65; 19,94; 63,69; 26,64;	7 19,846 4 21,696 72,383 4,451 8 8,206 7,646 8 8,731 8 8,771 21,352 8 8,786	53,300 178,746 9,302 13,734 7,745 10,584 12,527 8,874 41,285 28,638	17,302 38,524 3,965 6,973 4,356 6,158 6,840 8,011 19,207 5,447	16,032 15,496 50,585 4.066 4.802 3,784 3,946 8,195 6,183 17,979 5,944	40,748 61,574 202,890 15,423 16,783 14,800 20,614 24,940 19,553 89,353 27,007	20,998 21,307 65,978 4,222 7,200 8,436 9,621 9,621 9,635 7,180 3,22,077 8,973	14,506 15,784 47,456 6,995 6,810 7,429 7,713 9,981 8,042 19,819 6,658	8, 44, 2, 4, 2, 3, 3, 9, 4,
△Anderson △Elkhert. Evansville. Fort Wayne Indianapolis. △Kokome △Lufayatte △Marion. △Michigan City. Muscle △Richmond South Bend. Terre Haute. Total Above Areas.	202 47 51 86 221 223 235 238 95 282 139 149	129.711 244,833 281,916 934,831 73,200 98,094 72,881 100,981 120,288 90,141 299,986 129,111 2,709,216 Other West	.0040 9 .1223 5 .1408 1 .4669 0 .6306 6 .0477 1 .0564 8 .0001 9 .0456 2 .1447 8 .0046 1 .3536 North C	3,585 4,080 4,620 3,787 3,897 3,216 4,066 3,586 3,732 4,076 5,732 4,076 5,732 6,074	. 1283 . 1437 . 4473 . 0374 . 0525 . 0390 . 0519 . 0638 . 0440 . 1601 . 0637 1 . 3632 itates: Ka Dakota,	98 111 120 162 124 99 101 100 115 103 109 nsas, Min South Di	95 100 1225 180 94 4 104 98 100 104 105 108	58,61; 48,13; 180,08; 17,13; 19,73; 17,18; 27,78; 28,65; 19,94; 63,69; 26,64;	7 19,846 4 21,696 72,383 4,451 8 8,206 7,646 8 8,731 8 8,771 21,352 8 8,786	53,300 178,746 9,302 13,734 7,745 10,584 12,527 8,874 41,285 28,638	17,302 38,524 3,965 6,973 4,356 6,158 6,840 8,011 19,207 5,447	16,032 15,496 50,585 4.066 4.802 3,784 3,946 8,195 6,183 17,979 5,944	40,748 61,574 202,890 15,423 14,800 20,614 24,940 19,553 59,353 27,007	20,998 21,307 86,978 4,222 7,200 8,436 9,621 9,825 7,180 32,077 8,973	14,506 15,784 47,456 6,995 6,810 7,429 7,713 9,981 8,042 19,819 6,658	8, 44, 2, 4, 2, 3, 3, 9, 4,
△Anderson △Elkhart Evansville Fort Wayne Indianapolis △Kokome △Lafayette △Marion △Michigan City Muncie △Richmond Sauth Bend Torre Haute Total Above Areas	202 47 51 86 221 223 223 238 95 262 139 149	129,711 244,835 281,914 934,631 73,280 95,09 72,681 106,981 120,281 99,141 289,562 129,118 2,709,211	.0848 .1222 .1408 .4668 .0308 .0478 .0544 .0601 .0446 .1447 .0646 .1447 .0646 .1447 .0646	3,585 4,080 4,620 3,787 3,897 3,216 4,066 3,586 3,732 4,076 5,732 4,076 5,732 6,074	.1283 .1437 .4473 .0374 .0525 .0390 .0519 .0635 .0449 .1601 .0637 .13632 .13632 .13632 .13632 .13632	98 111 120 162 124 99 101 100 115 103 109 nsas, Min South Di	95 100 125 100 94 84 101 100 104 105 106 nesota, kkota.)	58,61; 48,13; 180,08; 17,13; 19,73; 17,18; 27,78; 28,65; 19,94; 63,69; 26,64;	7 19,846 4 21,696 72,383 4,451 8 8,206 7,646 8 8,731 8 8,771 21,352 8 8,786	53,300 178,746 9,302 13,734 7,745 10,584 12,527 8,874 41,285 28,638	17,302 38,524 3,955 6,873 4,356 6,156 6,840 5,011 19,267 5,447	16,032 15,496 50,585 4.066 4.802 3,784 3,946 8,195 6,183 17,979 5,944	40,746 61,574 202,890 15,422 16,783 14,800 20,614 24,940 19,563 59,353 27,007 564,435	20,998 21,307 65,978 4,222 6,7,200 6,436 9,965 3,855 3,7,180 8,22,077 7,8,973 203,335	14,506 15,784 47,456 0,995 0,810 7,713 3,981 3,042 19,819 6,658 174,970	8, 44, 2, 4, 2, 3, 3, 9, 4, 103
△Anderson △Elkhert Evansville Fort Wayne Indianapolis △Kokome △Lafayette △Marion △Michigan City Muncie △Richmond South Bend Terre Haute Total Above Areas I O W A -	202 47 51 86 221 223 223 235 282 282 139 149	129.711 244,633 281,911 934,631 73,201 98,090 72,061 100,981 120,281 99,144 289,565 129,111 2,709,211 Other West fissouri, N	.0848 .1223 .1408 .4869 .0384 .0384 .0634 .0644 .0446	3,585 4,086 4,680 3,767 3,387 4,086 3,586 4,086 3,732 4,076 entral \$ North NUMB	. 1253 .1437 .4473 .0374 .0525 .0390 .0590 .0635 .0440 .1601 .0637 .0637 .0637 .0637 .0637 .0637	98 111 120 162 103 99 101 100 100 100 100 100 100 100 100	95 100 125 125 180 94 84 104 98 100 104 105 108 108 108 108 105	58, 61; 48, 13, 180,000 17, 13; 19, 73; 17, 18; 27, 73; 28, 65; 19, 94; 63, 69; 26, 64;	7 19,841 21,686 21,686 72,383 4,451 8,200 8,200 8,731 8,733 8,733 8,733 8,733 8,731 199,160	53,300 178,746 9,302 13,734 7,745 10,584 7,745 10,584 12,527 3,874 241,285 28,638 418,813	17,302 38,524 3,955 6,973 4,356 6,156 6,840 8,011 19,267 5,447 150,710	16, 032 18, 496 50, 595 4, 066 4, 002 3, 704 8, 195 6, 183 17, 979 5, 944 151, 668	40,748 61,574 202,890 15,423 16,783 14,800 20,614 19,553 89,353 27,007 584,436 NUMB	20, 998 21, 307 65, 978 4, 222 67, 200 6, 438 9, 621 9, 621 7, 186 32, 077 7, 8, 973 203, 338	14,506 15,784 47,456 0,995 0,810 7,713 3,981 3,042 19,819 6,658 174,970	8, 44, 2, 4, 2, 3, 3, 9, 4, 103
Anderson △Elkhert Evansville Fort Wayne Indianapolis △Kokome △Lafayatie △Marion △Michigan City Muecle △Richmond South Bend Torre Haute I O W A Map, page 37 City Cou Algona Kossul Ames	202 47 51 86 221 223 235 238 85 282 213 235 262 139 149	129.711 244.836 281.911 934.631 73.201 95.099 95.099 120.296 1100.981 120.296 95.141 289.966 120.111 2.700.211 0 Other West dissouri. N	0848 1223 1408 4868 0394 0394 0544 0648 0486 1447 0486 1447 0486 1447 0486 1447 0486 048	3,585 4,066 4,066 3,767 3,397 3,216 4,068 3,586 3,782 4,078 entral S North NUMB 21 1 47 2	. 1283 . 1437 . 4473 . 6374 . 6325 . 6390 . 0519 . 0635 . 0449 . 1601 . 0637 . 1.3632 . 13632 . 13632 . 13632 . 13632 . 13632 . 13632 . 13632 . 13632 . 13632 . 13632	98 111 120 102 103 99 101 100 118 118 103 109 ITLETS	95 100 125 190 94 94 104 96 100 104 105 106 nesota, (kotz.)	58, 61; 48, 13 180,000 17, 13 19, 73 17, 18 27, 78 28, 65 19, 94 63, 69 28, 64 589, 50	7 19,841 21,686 21,686 72,383 4,451 8,200 8,200 8,731 8,733 8,733 8,733 8,733 8,731 199,160	\$3,300 178,746 9,302 13,734 7,745 10,584 12,527 3,874 41,285 28,038 418,813	17,302 38,624 3,985 6,873 4,386 6,840 8,911 19,207 5,447 150,710	16, 032 15, 496 50, 596 4, 008 4, 802 3, 794 3, 946 8, 195 6, 193 17, 979 5, 944 151, 668	40,748 61,574 202,890 15,423 16,733 14,890 20,614 24,940 19,565 89,353 27,007 584,436 NUMB	20,998 21,307 65,978 4,222 7,200 6,439 9,621 9,621 9,621 8,855 7,186 3 22,077 8,973 203,331	14,506 15,784 47,486 6,995 6,810 7,429 7,713 9,981 8,042 19,819 6,688 174,970	8, 44, 2, 4, 2, 3, 3, 3, 9, 4, 103
△Anderson △Elkhart Evansville Fert Wayne Indianapolis △Kokome △Lafayette △Marion △Michigan City Muncis ARchmond Sauth Bend Terre Haute Total Above Areas I O W A - Map, page 32 City Cou Algona. Kossut Ames. Story Atlantis. Cass.	202 47 51 66 221 223 235 285 282 139 149	129.711 244.633 281.911 934.631 73.200 95.090 72.061 100.981 120.201 90.144 289.566 129.111 2,709.211 Other West lissouri, N 6.4 11 23.1 23.1 27.6 17	0848 1223 1408 4869 0388 0388 0544 0644 1447 0648 1447 0648 1447 0648 1447 0648 1447 0648 1447 0648 1447 0648 1447 0648 1447 0648 1447 0648 1447 144	3,585 4,080 4,620 3,765 3,387 3,387 4,086 3,586 4,086 3,732 6,407 8 8 8 8 8 8 9 1,407 8 1,407	11253 1437 14473 0374 0525 0390 0.0519 0.0835 0.0836 1.0807 1.3632 tates: Kan Dakota, ER OF Ot	98 111 120 102 104 99 101 103 109 Insas, Min South Di JTLETS	95 100 125 180 94 94 104 98 100 100 104 105 108 nesota, ikota.)	58, 61; 46, 13 180,000 17, 13; 19, 73 17, 18 27, 73 28, 65 19, 94 63, 69 26, 64 569, 50	7 19,846 21,686 21,686 21,686 3 22,385 4,451 8 8,200 8 9,916 8 7,646 8 8,733 8 7,73 8 199,160 City mton	\$ 53,300 178,746 9,302 13,734 7,745 10,534 12,527 3,874 241,235 28,638 418,813 County Clinton	17,302 38,624 3,985 6,973 4,358 6,188 6,840 8,011 19,227 5,447 150,710	16, 032 18, 496 50, 595 4, 066 4, 802 3, 704 8, 195 6, 183 17, 979 5, 944 151, 668	40,748 61,574 202,800 15,423 16,703 14,800 20,614 24,946 19,553 27,007 564,433 NUMB	20, 998 21, 307 65, 978 4, 222 67, 200 6, 438 6, 9, 621 7, 180 6, 22, 077 7, 8, 973 203, 331 EER OF OI	14,506 15,784 47,486 6,995 6,810 7,429 7,713 5,981 8,042 19,819 6,688 174,970	8, 44, 2, 4, 2, 3, 3, 9, 4 103.
Anderson △Elkhert Evansville Fort Wayne Indianapolis △Kokome △Lafayatte △Michigan City Muncle △Richmond South Bend Torre Haute I OWA - Map, page 32 City Cou Algona. Kossut Ames. Story Atlantis Cass. Boone. Boone.	202 47 51 66 221 223 235 288 95 282 139 149	129.711 244.836 281.911 934.631 73.201 95.000 72.681 100.981 120.292 90.141 289.962 120.211 2.709.211 Other West dissouri. N	0.048 1.1223 1.100 1.00 1.00 1.00 1.00 1.00 1.00 1.	3,585 4,086 4,620 3,767 3,387 3,216 4,086 3,732 4,086 3,732 5,4,076 Central S North NUMBB 21 1 2 2 2 2 2 2 4 0 1	11253 1437 14473 0374 .0525 0359 0449 1.0635 .0449 1.0637 1.3632	98 111 120 162 103 99 101 103 109 115 3 10 115 3 10 115 3 10 115 115 115 115 115 115 115 115 115	95 100 100 100 100 100 100 100 100 100 10	58, 61; 48, 13, 180, 080 17, 13; 19, 73 17, 18; 27, 78 28, 65; 19, 94 63, 69 26, 64 589, 50	7 19,841 4 21,080 72,383 4 451 8 3,200 8 7,716 8 7,716 8 7,716 8 199,160 City nton	53,300 178,746 9,302 13,734 7,745 10,554 12,527 3,874 241,285 28,638 418,813 County ClintonPetta-wattamii.	17,302 38,824 3,985 6,873 4,358 6,188 6,840 8,911 19,287 5,447 150,710	16,032 18,496 50,585 4,082 3,794 8,193 6,183 17,979 5,944 151,688	40,748 61,574 202,890 15,423 16,793 14,890 20,614 24,946 19,553 27,007 564,436 NUMB	20, 998 21, 307 65, 978 4, 222 7, 200 6, 8, 656 7, 180 8, 625 7, 180 8, 673 203, 331 EER OF OI	14,806 15,784 47,486 6,995 6,810 7,713 5,981 8,042 19,819 6,688 174,970 UTLETS	8, 44, 2, 4, 4, 2, 3, 3, 9, 4, 103
Anderson △Elkhart Evansville Fort Wayne Indianapolis △Kokome △Lafayetie △Michigan City Muecle △Richmond South Bend Terre Haute Total Above Areas I O W A — Map, page 37 City Cou Algona. Kossul Ames. Story Atlantis Casa. Beone. Boone Burlington. Das M	202 47 51 66 221 223 235 85 262 139 149	129.711 244.836 281.911 934.631 73.201 98.099 98.099 120.288 1100.981 120.288 120.288 120.281 2.700.211 2.700.211 2.700.211 2.700.211 2.700.211 2.700.211 2.700.212	0.0488 11222 111 13538	3,585 4,060 3,757 3,897 3,397 3,397 3,398 3,308 3,308 3,308 3,308 3,308 3,737	11283 1437 14473 14473 16374 10525 10390 10519 10635 11601 10637 113632 11401 1231 1311 1311 1311 1311 1311 1311 13	98 111 120 102 104 99 100 1000 1000 100 118 103 109 118 109 11	95 100 1255 190 94 94 104 96 100 104 105 108 nesota, (kota.)	58, 61; 48, 13 180, 090 17, 131 19, 73 17, 181 27, 78 28, 65 19, 94 63, 69 20, 64 569, 50 Cill Co Cr, Da	7 19,846 21,686 21,686 21,686 3 72,383 5 4,481 6 3,200 7 6,761 7 ,648 8 ,737 8 21,355 8 ,766 199,186 City Inton Uncil Bluffs seston venport	\$3,300 178,746 9,302 13,734 7,745 10,584 12,527 8,874 24,285 28,638 418,813 County Clinton Petta-wattamiu Union Scott	17,302 38,624 3,985 6,873 4,386 6,840 8,511 19,267 5,447 150,710	16, 032 15, 496 50, 596 4, 006 4, 802 3, 794 3, 946 6, 183 17, 979 5, 944 151, 668	40,748 61,574 202,890 15,423 16,733 14,890 20,614 24,940 19,565 89,353 27,007 584,436 NUMB	20,998 21,307 65,978 4,222 7,200 6,439 1,9,621 9,621 9,621 8,855 7,186 3 22,077 8,973 203,331	14,506 15,784 47,486 6,995 7,713 9,981 18,042 19,819 6,688 174,970 UTLETS	8, 44, 2, 4, 2, 3, 3, 3, 9, 4, 103 103 103
Anderson △Elkhart Evansville Fort Wayne Indianapolis △Kokosme △Lafayette △Marion AMichigan City Muncie △Richmond South Bend Torre Haute Total Above Areas I O W A - Map, page 37 City Cou Algona. Kossut Amee Story Atlantie Casa Boone Boone Boone Borne Burlington Des M Carroll —Carroll Agree Arroll Agree Burlington Des M Carroll —Carroll —Carroll —————————————————————————————————	202 47 51 66 221 223 235 252 282 282 139 149	129.711 244.83 281.911 934.631 73.201 98.090 72.061 100.981 120.261 99.141 289.566 129.111 2.709.216 Other West hissouri. N 6.4 12 2.78 17 12.2 22 34.9 36.9 17	0.0488 122 1400 1400 1400 1400 1400 1400 1400	3,585 4,086 4,620 3,767 3,387 3,216 4,086 3,732 4,086 3,732 5,4,076 Central S North NUMBB 21 1 2 2 2 2 2 2 4 0 1	1.1253 .1437 .4473 .0374 .0525 .0390 .0519 .0638 .0438 .1601 .0637 1.3632 States: Kan Dakota, ER OF Oil	98 111 120 100 100 100 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 109 115 109 115 115 115 115 115 115 115 115 115 11	95 100 100 100 100 100 100 100 100 100 10	58, 61; 48, 13, 180,000 17, 131 19, 73 17, 181 27, 73 28, 65, 19, 94 63, 69 26, 64 569, 50	7 19,846 21,686 21,686 21,686 21,686 21,686 21,686 21,686 21,686 21,686 21,686 21,386	\$3,300 178,746 9,302 13,734 7,745 10,534 12,527 3,874 241,235 28,638 418,813 County Clinton Petta-wattamiu Union Scott Winnoshie	17,302 38,524 3,955 6,973 4,358 6,188 6,840 8,011 19,227 5,447 150,710	16, 032 18, 496 50, 595 4, 066 4, 802 3, 704 3, 946 8, 195 6, 183 17, 979 5, 944 151, 668	# 40,748	20, 998 21, 307 65, 978 4, 222 67, 200 6, 438 9, 621 9, 621 7, 180 82, 077 7, 8, 973 9, 203, 331 9, 212 33 2 36 25 2 8 10 1 977 63 8 12 16 11	14,506 15,784 47,486 6,995 6,810 7,429 7,713 5,981 8,042 19,819 6,888 174,970 UTLETS	8, 44, 2, 4, 4, 2, 3, 3, 3, 9, 4, 103
Anderson △Elkhart Evansville Fort Wayne Indianapolis △Kokome △Lafayatie △Michigan City Muncie △Pichmond South Bend Terre Haute I OWA - Map, page 32 City Cou Algona. Kossut Ames Boone Burlington Das M Carroll	202 47 51 66 221 223 235 262 139 149	129.711 244.83 281.911 934.631 73.201 98.090 72.061 100.981 120.261 99.141 289.566 129.111 2.709.216 Other West hissouri. N 6.4 12 2.78 17 12.2 22 34.9 36.9 17	0.0486	3, 685 4, 066 3, 4, 622 3, 3, 685 4, 066 3, 586 3,	11253 1437 14473 0374 0525 0369 0519 0635 0449 1601 1601 1 0637 1 1.3832 1	98 111 120 162 103 99 101 103 109 115 103 103 109 115 103 103 109 115 103 103 109 115 103 103 103 103 103 103 103 103 103 103	95 100 125 180 94 94 104 96 100 104 105 106 11 3 7 7 14 9 8 18 3 8 2 9 7 25 10 10 10 10 10 10 10 10 10 10 10 10 10	58, 61; 48, 13, 180, 080 17, 131 19, 73 17, 181 27, 78 28, 65 19, 94 63, 69 26, 64 569, 50	7 19,841 8 21,080 9 72,383 8 4,451 8 8,200 8 5,910 7 6,845 8 7,73 8 199,160 City Inton Uncil Bluffs esten s Moines s Moines	\$3,300 178,746 9,302 13,734 7,745 10,584 12,527 8,874 24,285 28,638 418,813 County Clinton Petta-wattamiu Union Scott	17,302 38,824 3,985 6,873 4,355 6,186 6,186 6,840 8,011 19,287 5,447 150,710	16, 032 18, 496 50, 585 4, 086 4, 002 3, 794 8, 199 5, 944 151, 688 183 17, 979 5, 944 151, 688	** 100 31 40	20, 998 21, 307 65, 978 4, 222 67, 200 68, 986 77, 200 68, 986 77, 8, 973 78, 973 9203, 338 9ER OF OI 100 100 100 100 100 100 100 100 100 1	14,506 15,784 47,486 6,995 6,810 7,429 7,713 5,981 8,042 19,819 6,888 174,970 UTLETS	8, 44, 2, 4, 4, 2, 3, 3, 3, 9, 4, 103 103 103 103 103
Anderson △Elkhert Evansville Fort Wayne Indianapolis △Kokome △Lafayatie △Michigan City Muncie △Richmond South Bend Terre Haute Total Above Areas I O W A — Map, page 37 City Cou Algona. Kossut Ames. Story Atlantis Casa. Beone. Boone Burlington. Des M Carroll. Carroll Cedar Falls. Black Cedar Raldos. Linn.	202 47 51 66 221 223 235 235 262 139 149	129.711 244.836 281.911 934.631 73.201 95.000 72.681 100.981 120.299 90.141 289.962 120.291 2.700.211 2.700.211 2.700.211 2.700.211 2.700.211 2.700.211 2.700.211 2.700.211 2.700.211 2.700.211	0.0488	3,885 4,060 3,3787 3,897 3,211 4,066 3,595 3,732 3,693 3,732 3,693 4,076	11283 1437 14473 14473 1473 10374 10525 10390 10619 10617 1.3632 1.	98 111 120 1802 1904 1909 190 1100 1100 1100 1100 1100	95 100 125 180 94 84 104 105 106 110 110 110 110 110 110 110 110 110	58, 61; 48, 13 180, 090 17, 131 19, 73 17, 181 27, 78 28, 65 19, 94 63, 69 28, 64 589, 50 Cill Co Crn Da De De	7 19,846 21,686 21,686 21,686 21,686 3 22,385 4,481 8 8,737 8 199,186 City mton uncil Bluffs sesten venport corah s Moines buque	\$3,300 178,746 9,302 13,734 7,745 10,554 12,527 28,638 418,813 County Clinton Petta- wattamiu wattamiu wattamiu wattamiu wattamiu Scott Dubuque.	17,302 38,624 3,985 6,873 4,386 6,840 8,311 19,267 5,447 150,710	16, 032 15, 496 50, 595 4, 006 4, 802 3, 794 3, 946 6, 183 17, 979 5, 944 151, 668 1410 7 410 7 400 8, 794 151, 668	#8,748 61,574 202,890 15,423 14,793 14,890 20,614 24,946 19,565 59,353 27,007 584,436 NUMB	20,998 21,307 65,978 4,222 7,200 6,439 1,9,621 9	14,506 15,784 47,486 6,995 6,810 7,713 5,981 8,042 19,819 6,658 174,970 UTLETS UTLETS UTLETS 18,022 19,819 6,658 27,713 6,658 28,716 27,721 88,722 7,216 87,761 88,762	8, 44, 2, 3, 3, 3, 9, 4, 103 103 103 103 103 103 103 103
Anderson △Elkhert Evansville Fort Wayne Indianapolis △Kokome △Lafayatte △Michigan City Muncle △Richmond South Bend Terre Haute I OWA - Map, page 33 City Cou Algona. Kossut Ames Bory Atlantis Cass. Boone Burlington Das M Carroll Carroll Carroll	202 47 51 66 221 223 235 282 282 149	129.711 244.836 281.911 934.631 73.201 98.099 72.881 100.981 120.288 90.141 289.562 120.281 2.700.211 2.700.211 2.700.211 2.700.212 2.700.213 2.706.71 2.	0.648 122 140 140 140 140 140 140 140 140 140 140	3,885 4,060 3,3787 3,897 3,211 4,066 3,595 3,732 3,693 3,732 3,693 4,076	1.1253 .1437 .4473 .0374 .0525 .0390 .0519 .0835 .0449 .1601 .0637 1.3632 States: Kar Dakota, ER OF OI 1 23 11 1 23 11 1 23 11 1 23 11 1 23 11 1 23 11 1 3 14 11 5 15 15 1 6 27 2 4 11 1 1 7 59 8 9 14	98 111 1 122 104 99 100 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 103 109 115 10	95 100 125 100 94 94 104 96 100 104 105 108 108 108 109 109 109 109 109 109 109 109 109 109	58, 61; 46, 13 180,000 17, 131 19, 73 17, 181 27, 78 28, 68, 19, 94 63, 69 26, 64 509, 50 Cill Co Cr Da De De De De	7 19,846 21,686 21,686 21,686 3 22,385 4,451 8,200 9,5,911 17,644 8,8,737 8,777 8,21,35 8,766 8,199,166 City mton uncil Bluffs exten venport	53,300 178,746 9,302 13,734 7,745 10,554 12,527 3,874 241,285 28,638 418,813 County Clinton Petta-wattamit. Union Scott Winneshie Polk	17,302 38,524 3,955 6,973 4,358 6,188 6,840 5,011 19,227 5,447 150,710	16, 032 18, 496 50, 595 4, 066 4, 802 3, 704 3, 946 8, 195 6, 944 151, 668 17, 979 5, 944 151, 668 170 4 887 11 172 2, 263 14 685 14	## 40,748	20, 998 21, 307 65, 978 4, 222 67, 200 9, 64, 39 10, 64, 39 10, 68, 85 10, 71, 80 10,	14,506 15,784 47,486 6,995 6,810 7,429 7,713 8,981 8,042 19,819 6,688 174,970 UTLETS UTLETS UTLETS 28,25 28,34 38,12 28,7 21,818 38,12	8, 444 2. 3 3 3 9 4 4 103 103 103 103 103 103 103 103 103 103
Anderson AElkhert Evansville Fort Wayne Indianapolis AKokosme ALsfaystie AMarion AMichigan City Musele ARichmond South Bend Torre Haute Total Above Areas I O W A - Map, page 37 City Cou Algona. Kossut Ames Story Atlantie Case. Boone Boone Borne Borne Borne Borne Cedar Falls Black Cedar Rapids Linn Centerville Appant	202 47 51 86 221 223 238 85 282 139 149	129.711 244.83 281.911 934.631 73.200 95.090 72.061 100.981 120.286 95.144 289.566 129.118 2.708.211 6.4 12 2.708.211 12.2 22 7.6 11 12.2 22 34.9 3 6.9 17 18.8 16	.0486 .1223 .14086 .46696 .03078 .03078 .03078 .0308 .0544 .0308 .0544 .0308 	3, 585 4, 066 3, 3, 587 3, 3, 587 3, 3, 587	11253 1437 1437 1437 1437 1437 10374 10392 10393 10393 113832 113832 1248 1318 1418 1518 1518 1775 1881 198	98 111 120 102 103 99 100 115 103 109 85as, Minus South Di UTLETS	95 100 125 180 94 94 104 96 100 100 100 100 100 100 100 100 100 10	58, 61; 48, 13 180, 090 17, 131 19, 73 17, 181 27, 78 28, 65 19, 94 63, 69 28, 64 569, 50 Cill Co Cr, Da De De De Es Fa	7 19,841 21,680 21,680 22,383 4,451 8,200 9,5,916 7,644 8,8,733 8,771 8,21,355 8,786 199,166 City mton uncil Bluffs esten venport corah s Moines buque therville trefeld	\$3,300 178,748 9,302 13,734 7,745 10,534 12,527 3,874 241,235 28,638 County Clinton Petta-wattamiu Unien Scott Winneshie Dubuques Emmet	17,302 38,824 3,985 6,873 4,386 6,186 6,840 5,011 19,267 150,710 150,710 28,20 3,4,1 150,710 28,6,3 3,7 34,1 5,6,6,3 3,7 3,7 3,7 3,7 3,7 3,7 3,7 3,7 3,7 3	16, 032 15, 496 50, 595 4, 006 4, 802 3, 794 3, 946 6, 183 17, 979 5, 944 151, 668 176 440 487 172 2, 263 4139 1128 1128	NUMB NUMB 100 101 101 101 101 101 101 101 101 1	20, 998 21, 307 65, 978 4, 222 67, 7200 68, 988 69, 621 68, 685 68, 68	14,506 15,704 47,406 6,995 6,810 7,429 7,713 5,981 8,042 19,819 6,858 174,970 UTLETS UTLETS UTLETS 10,819 6,858 174,970 12,28 11,819 12,18 13,78 14,700	8, 444, 2, 3, 3, 9, 4 103 26 27 17 109 17 109 17 18 109 11 11 109 11 11 11 11 11 11 11 11 11 11 11 11 11

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Significant, too, is the fact that Consumer Spend-

able Income per household among the 121,000 persons who live in Metropolitan Waterloo is a fat \$6,710 . . . 28% above the lowa average.

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Waterloo Daily Conrier

WATERLOO, IOWA

Story, Brooks & Finley, National Advertising Representatives

IOWA		3		NUM	BER OF	OUTL	T8							3			N	UMBE	R OF	OUTLI	TS		
(continued) City Con	onty	Pep. (theus.)	Total Outlets Food	Eat. & Drink.	Mdse. Apparel	F.H.A	Gas Sta.	L.B.H	Drugs		City	C	county	Pop. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel F.H.A	Auto.	Gas Sta.	L.B.H	Drugs
lowa CityJohnse	m	33.0	318 4	6 50	24 32	23 1	7 30	21	10	Pi	нгу	Dalk	as	. 6	2 14	17	15	17	12 1	1 10	14	19	4
KeekukLee		17.0	248 4	2 52	24 22	10 1	8 22	18	5	B	ed Oak.	Mon	itgomery	1. 7	3 15	11	25	14	11 1	6 12		20	4
Le MarsPlymer		6.4		16 30	10 13		11 18	21	3			iah Pagi			.3 14			14	2.2	0 12	1000	14	3
Marshalltown, Marsh		21.8		55 00	25 31		21 32	26	10	11		yWoo						65		9 59	109	63	35
Mason CityCorro		35.1		73 82	9 37		23 46	28	8	31	encer.				.0 16		1	25		5 13		17	3
MuscatineMusca		21.5		14 50	21 18		7 40	22				keBuer		-	.4 15			15		6 11		21	- 2
NewtonJasper		14.4		14 32	16 15	14	9 23	13	7	11		onWas		-	.3 18			12		6 10		18	9
Oskalegas Mahas		8.5		7 38	11 17	12	8 19	11			aterioe	City Han	k Hawk		.4 14		2000	7		4 12	88	42	25
OttumwaWapel		11.5		14 88	31 36	6.7	23 54	29	11		enster :	Uityrian	nitton		" "	1 2	21	1	10	12	10	1	
				OPULAT		/88		EFF	ECTIVE	E NCOMI	_ (SM E	STIMA	TES, 1	157				bols n				
COUNTIES	Me- tro-			House	Con-	Urban						Income			Ini	ome B	reakde	iwn of	House	wilds	10.		
CITIES	poli- tan Area	Total (thou- sands)	al	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Nel Dolla (000	ura	of U.S.A.	Per Gapita	Per Hald.	Per C. S. U.	80-2 % Halds	%	\$2,500 % Haids.	%	9%	0-6,991 % i. Inc.	9%	00-9,99 % s. Inc.	%	000&	%
Adair		11	.3 .006	3.0	-		14	,222	.0048	1,250	3,951	3,891	32.7	12.5	32.2	20.8	28.7	38.2	8.0	11.4	2.	0 1	3.3
Adams			.9 .004					.041	.0030	CAUCA			37.4	15.1	29.4	25.8	25.8		5.5				0.8
Aliamakee		15						,568			3,682		38.5	18.4	33.9	31.4	21.1		-		7.		9.9
Apponoese		18	.1 .010	6.0	6.1	7.1	19	.278	.0065	1.065	3,213	3,135	48.2	22.8	28.1	29.0	19.2	32.3	2.1	7.0	1.	7	8.9
Centerville		7	.5 .004	3 2.4			9	,146	.0031	1,219	3,658	3,474	45.0	10.0	24.6	22.5	24.1	36.2	3.	8.4			3.9
Audubon		11	.800.	7 3.4	3.5	2.1	14	,142	.0048	1,219	4,159	3,939	28.6	10.6	34.0	27.3	28.7	37.8	6.	12.5	2.	.6 1	2.1
Benton		21	.9 .012	7.0	7.1	7.3	31	,086	.0104	1,418	4,441	4,330	30.1	10.3	28.8	21.4	29.1	35,1	7.	14.0	4.	3 1	0.2
Black Hawk	158	116	.6 .067	7 35.4	41.0	100.0	206	.405	.0692	1,772	5,831	4,983	16.4	4.5	10.1	11.5	46.1	45.3	13.	19.4	5.	.3 1	9.3
▲ Waterloo		76	.5 .044	5 23.7	27.6		143	,405	.0481	1,875	6,051	8,178	11.9	3.2	10.4	11.0	49.1	48.2	14.0	20.0	5.	.6 1	9.6
Cedar Falls		18	.8 .011	0 5.1	8.2		34	,846	.0116	1,854	6,833	4,238	24.7	6.9	11.0	8.7	45.0	44.9	13.	5 20.	8.	8 2	1.2
Boone		26			8.5	12.3	39	,066	.0131		4,945		23.8	7.5	26.9	18.2	35.8	40.0	8.	15.1	4.	.6 1	9.2
Boone		12						,094	.0071				22.6	6.9	22.9	15.3	40.3		-		4.		18.7
Bremer		18	.8 .011	5.0	6.3	5.1	24	,727	.0083	1,315	4,418	3,893	31.8	11.6	27.8	22.0	30.5	30.0	7.	1 14.	2.	.8 1	12.8
Buchanan		21	.7 .012	5.1	6.2	4.1	24	,830	.0083	1,144	4,208	3,982	34.1	12.5	28.3	22.6	27.9	38.4	1 8.	1 12.	1 3.	.3 1	8.8



mason city market

* QUALITY . . . County-wide retail sales \$4444 per family; (National Average \$3975) . . . Sales Production Index (city) 137; Quality Index (city) 113.

* SIZE . . . Cerro Gordo County is newly recognized by Sales Management as a potential metropolitan area.

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MASON CITY GLOBE-GAZETTE

MASON CITY, IOWA

Member Northwest Daily Press Assn., Minneapolis
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101114		0		OPULAT STIMAT	ION E8, 1/1/	58	EF BU	FECTIVI	NCOME	_ 0	M ES	TIMAT	ES, 1	157	The	"SM e estim	" symb	ols ma	rk original	ginal, e AGEM	exclu-
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			In	cema B	ireakdo	wn of F	lousobi	ıldı		
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Hslds.	,499 % Inc.	\$2,500 Hslds.	3,999 % Inc.	1 %	0-6,999 % . Inc.	\$7,000 % Halds	0-9,999 % . Inc.	\$10,00 % Halds	0&ove
Buona Vista:		22.2	.0129	7.1	7.9	8.4	37,067	.0124	1,670	8,221	4,688	23.7	7.2	24.4	18.0	35.9	38.5	10.7	17.3	5.3	21.0
Storm Lake		8.4	.0049	2.6			16,442	.0055			4,642	17.8	4.9	18.9	11.3	45.0		13.3	18.1	6.0	
Butler		17.2	.0100	5.3	5.3		22,235	.0075	1,293	4,195	4,174	29.4	10.5	33.1	25.7	27.2	34.4	6.7	12.8	3.6	16.6
Calhoun		16.3	.0095	8.1	5.1		23,554	.0079	1,445	4,618	4,611	27.2	8.8	28.5	20.1	30.6	35.1	8.9	15.4	4.8	20.6
Carrell		22.3	.0128	8.4	8.9	6.9	34,882		1,564			21.7	6.2	28.0	17.3	33.3	33.8	9.9	15.2	7.1	27.5
Carroll		6.9	.0040	1.9	2.4		12,454	.0042	1,805	6,555	5,117	13.8	3.5	27.0	15.0	38.1	34.4	12.4	16.9	8.7	30.2
Cass		18.3	.0107	6.1	6.3	7.6	26,509		1,449	4,346	4,187	30.8	10.8	31.8	24.2	28.6	33.1	6.8	12.4	4.2	19.5
Atlantic		7.6	.0045	2.4	2.8		12,255	.0041	1,613	5,106	4,332	25.5	8.2	30.6	21.3	31.3	35.5	7.3	12.4	5.3	22.6
CedarV		19.0	.0110	5.6	6.3	2.9	29,470	.0098	1,551	5,263	4,853	24.0	7.2	26.8	17.6	33.2	35.6	10.3	16.8	5.7	22.8
Cerro Gordo	237	52.1	.0303			39.9	86,553			5,310		19.2	5.6	25.3	16.1	39.3	40.7	10.9	17.1	5.3	20.5
△Mason City		35.1	.0204	10.7	12.5		62,517	.0210	10.000	5,843	4,977	15.0	4.1	24.0	14.4	43.1	42.2	12.0	17.7	5.9	21.6
Cherokee		18.6	.0108	5.1	5.8	8.1	28,861	.0096	1,552	5,659	4,961	19.9	5.6	25.5	15.5	38.8	38.7	11.1	16.7	6.7	25.5
Cherokee		8.1	.0047	2.1	2.4		11,471	.0038	1,416	5,462	4,655	20.9	6.2	25.5	16.4	38.7	40.7	9.4	15.0	5.5	21.7
Chickasaw		14.6	.0085	4.3	4.6	3.3	18,656	.0083	1,278	4,339	3,976	31.2	11.3	28.6	22.5	30.4	39.2	6.8	13.2	3.0	13.8
Clarke		8.8	.0051	3.0			12,352		1,404		3,772	34.8	13.3	33.8	28.2	23.5		4.8	8.8	3.6	
Clay		20.2	.0118	1000		9.0	32,418		1,605	5,220	4,885	23.8	7.0	27.3	17.6	32.4	33.9	10.0	15.8	6.5	
Spencer		9.0	.0052	3.0	3.4		17,476	.0059	1,942	5,825	5,028	21.0	5.8	25.7	15.4	34.6	33.7	10.9	16.0	7.8	29.1
Clayton		20.7	.0120	8.2	6.8		28,904	.0000	1,300	4,339	3,954	31.7	11.5	31.4	24.9	28.9	34.8	6.5	12.7	3.5	16.1
Clinton	195	55.7	.0324	17.2	18.0	36.4	88,371	.0297	1,587	5,130	4,886	22.9	8.8	23.5	15.2	38.1	40.3	10.0	16.0	5.5	21.7
△Clinton		34.1	.0198	10.5	11.5		56,212		1,648	5,354	4,847	20.7	6.1	22.2	14.0	41.5	43.2	10.3	16.2	5.3	20.5
Crawford		18.6	.0108	5.4	5.7	4.5	27,032	.0090	1,453	5,006	4,678	28.8	8.9	29.4	19.7	26.1	28.5	9.1	15.0	6.6	27.8
Dallas		22.7	.0132	7.5	7.5	6.2	35,012	.0118	1,542	4,668	4,807	28.9	8.7	20.3	20.4	30.6	34.9	8.1	14.0	5.1	22.0
Perry		6.2	.0036	2.2	2.2		10,779	.0036	1,739	4,900	4,801	25.9	7.9	26.3	17.5	33.1	36.2	9.1	15.1	5.6	23.3
Davis		9.0	.0052	2.9		2.8	10,299	.0034		3,551	3,496	41.9	17.8	29.1	28.9	21.3		5.6	12.7	2.1	10.5
Decatur		11.6	.0068	3.6	4.1		12,786	.0043	1,100	3,543	3,098	47.3	22.1	28.5	20.1	18.8	31.2	3.8	9.4	1.6	8.2
Delaware		17.2	.0100	5.0	5.4	4.0	23,909	.0000	1,390	4,782	4,352	29.6	9.7	29.4	21.0	27.3	31.9	8.6	15.2	5.1	22.2
Des Moines		47.6	.0276	15.3		34.9	79,014				4,748	20.8	6.3	25.4	16.5	39.1	41.9	9.8	15.9	4.9	19.4
Burlington		34.9	.0203	11.5			59,981	.0202	1,719		4,754	20.3	6.1	24.9	16.3	40.2	42.8	9.7	15.6	4.9	19.2
Dickinson		12.8	.0075	3.9	4.2		20,242	.0068	1,581	5,190	4,779	25.4	7.6	29.3	10.2	29.5	31.3	9.0	14.4	6.8	27.5
Dubuque	42	77.4	.0450	20.7	26.1	87.7	122,124	.0400	1,578	5,900	4,868	22.3	6.3	18.7	11.8	41.1	41.5	12.0	18.4	5.9	22.3
▲Dubuque		57.7	.0336	15.9	21.0		98,953	.0331	1,715	6,228	4,709	19.9	5.5	17.3	10.3	43.8	42.8	12.8	18.9	6.2	22.5
Emmet		14.2	.0082	4.2	4.8	7.5	23,702			5,643	4,838	19.4	5.5	25.5	15.8	30.3	38.7	10.8	16.3	8.2	23.7
Estherville		7.8	.0043	2.2	2.8		14,099				4,935	16.7	4.4	20.1	11.4	43.7	40.8	12.1	17.2	7.4	26.2
Fayette		27.0	.0157	7.9	9.1	8.5	37,000				4,051	30.1	10.4		21.1	30.5	37.8	7.9	14.7		18.2
Oelwein		8.5	.0050	2.7	3.1		13,467	.0045	1,584	4,988	4,300	25.2	8.2	24.4	17.3	37.7	43.4	9.0	15.7	3.7	15.4
Floyd		22.8	.0133	7.1	7.7	11.7	34,420	.0115	1,510	4,848	4,438	23.2	7.5	28.8	20.2	35.1	40.2	8.9	15.4	4.0	16.7
Charles City		11.7	.0068	3.7	4.3		20,648	.0069	1,765		4,720	17.9	5.2	24.3	15.4	41.9	43.3	10.8	16.8	5.1	19.8
Franklin		16.1	.0094	5.0	5.1	4.4	25,790	.0087	1,602	5,158	5,033	22.8	6.7	28.8	18.2	31.6	32.9	10.2	18.0	0.6	26.2
Fremont		10.7	.0062	3.2	3.4		13,115	.0044	1,226	4,098	3,757	34.4	13.2	32.3	27.1	24.5	23.5	5.9	12.2	2.9	14.0
Greene		14.7	.0005	4.6	4.8	4.2	29,001	.0089	1,407	4,496	4,465	28.5	9.5	30.5	22.0	28.3	83.5	8.0	14.3	4.7	20.7
Grundy		13.1	.0076	4.1	4.1		19,179	.0064	1,464	4,678	4,661	22.4	7.2	30.8	21.3	33.5	38.0	9.0	15.5	4.3	18.0
Guthrio		13.7	.0000	4.1	4.4		15,806	.0053	1,184	3,855	3,517	35.9	14.8	34.4	30.8	22.7	33.3	4.9	10.9	2.1	10.2
Hamilton		20.0	.0116	6.5	8.7	3.4	31,894	.0106		4,861	4,802	23.3	7.3	32.3	21.0	30.1	33.4	9.0	15.1	5.3	22.3
Webster City		8.4	.0049	2.4	3.0		14,388	.0048	1,713	5,995	4,753	15.5	4.3	29.9	18.1	36.7	36.4	11.4	17.1	6.5	24.1
Hancock		14.6	.0085	4.1	4.1		22,955		1,572		5,523	20.9	5.6	27.9		30.7	29.2	12.1		0.00	31.6
Hardin		21.6	.0128	7.3	7.8	8.0	35,536	.0119	1,645	4,868	4,543	24.9	7.9	28.9	20.0	32.4	36.6	9.0	15.3	4.8	20.2

SM Standard (A) and Potential (A) Metropolitan County Areas.

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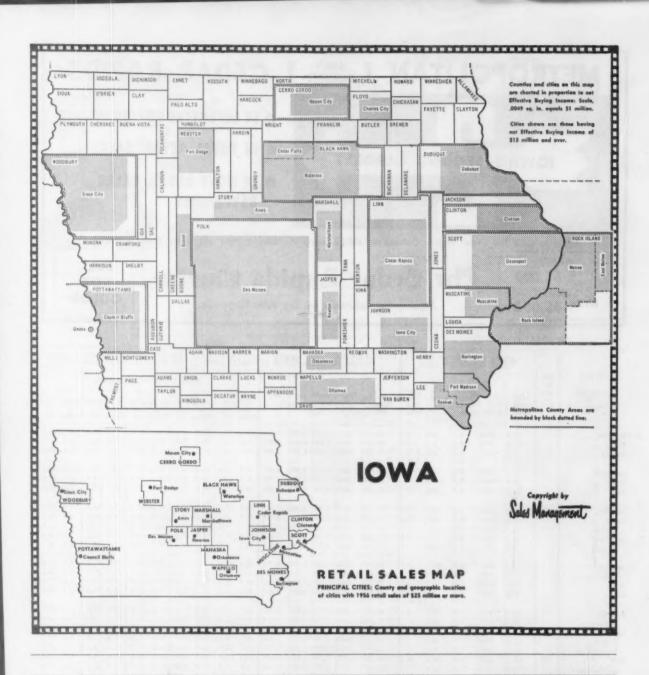
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FULL ROP COLOR

101114		•		PULAT		58	EF BU	FECTIVI	E NCOME	- 0	ES	TIMATES,	1957		e "SM"					
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Income E	Breakdo	wn of H	louseho	olds		
CITIES (continued)	Area	Total (thou- sands)	u.s.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2,49 % Halds. In	9	500-3,996 % % ids. Inc.	1 %	0-6,999 % . Inc.	%	0-9,999 % . Inc.	\$10,00 % Heids	00&ov % L Inc
Harrison		17.3	.0100	5.3	5.5	3.0	22,441	.8076	1,297	4,234	4,074	33.8 12	2 30	.4 23.8	24.7	31.6	7.2	13.9	3.9	18.5
Henry		18.8	.0110	5.5	6.4	6.0	25,343	.0085	1,348	4,608	3,923	20.9 10	7 2	.1 22.6	30.1	38.1	7.9	15.2	3.0	13.
Howard		13.3	.0077	3.8	4.0	3.8	15,767	.0052	1,185	4,149	3,847	37.7 14	2 27	.7 22.8	23.8	31.9	7.4	14.9	3.4	16.
Humboldt		12.5	.0073	3.8	3.8	3.2	19,771	.0067	1,582	5,203	8,092	25.1 7	3 25	.5 15.9	32.0	32.9	10.5	16.4	6.9	27.
lda		10.5	.0061	3.2	3.5		17,331	.0058	1,651	5,416	4,945	24.9 7	2 2	.7 16.1	30.2	30.9	12.3	18.9	6.9	26.
lowa		14.9	.0016	4.7	4.9		22,269	.0074	1,495	4,738	4,537	28.3 9	1 21	.3 20.5	27.2	31.1	10.1	17.6	5.1	21.
Jackson		18.4	.0107	5.5	8.7	4.4	23,147	.0078	1,258	4,209	3,994	34.5 12	6 26	.0 22.2	27.0	35.1	7.1	14.0	3.4	16.
Jasper		31.9	.0186	10.0	10.6	14.4	49,034	.0164			4,586	24.5 7	7 27	.7 19.0	34.8	38.9	8.0	13.5	5.0	20.
Newton		14.4	.0083	4.5	5.4		26,798	.0090			4,918	17.2 4		.9 13.7	43.3	42.2	9.9	14.6	6.7	
Jefferson		17.3	.0100	5.6	5.9	7.9	21,328		1,233	3,809		34.9 14		.0 29.3	24.8		5.5	12.1	1.8	
Fairfield		7.9	.0046	2.7	2.9		11,193	.0038	1,417	4,146	8,771	30.4 11	6 32	.4 26.9	28.7	39.0	6.4	13.2	2.1	9.3
Johnson		50.2	.0292	13.4	22.5	33.0	85,246	.0286		6,362		33.1 10	-	.0 14.6	29.9	33.9	10.3	17.6	5.7	
Iowa City		33.0	.0192	8.5	17.9		65,332	.0219				33.3 10			33.0	35.4	12.0	19.5	6.6	
Jones		18.7	.0109	5.6	5.7	6.8	24,705	.0083		4,412		28.9 10	-	.9 23.2	28.4	34.7	7.8	14.3	4.0	
Keekuk		16.6	.0097	5.4	5.4		19,781	.0056	1,192	3,663	3,615	33.6 15	8 31	.2 27.9	22.6	33.0	5.2	11.4	2.4	11.1
Kossuth		26.2	.0152	7.5	8.2	6.4	41,407	.0139			5,043	21.1 8	-	.8 17.1	33.6	33.6	10.3	15.8	7.2	
Algona		6.4	.0037	1.8	2.3		12,005	.0040	- Kara	6,669	5,065	13.0 3		.7 12.5	43.7	39.3	12.4	16.9	8.2	
L00		43.7	.0254	13.3	14.1	32.7	62,859	.0211		4,728	- 4,455	24.1 7		.1 19.1	36.3	42.0	8.8	15.4	3.7	
Keokuk		17.0	.0099	5.3	5.8		25,218	.0084		4,758	4,290	26.1 8		.0 18.7	36.4	43.0	7.8	13.9	3.7	15.
Fort Madison		15.7	.0092	4.6	5.0		24,786	.0084		5,388	4,887	16.1 4			42.2	43.5	11.5	18.0	4.7	17.7
Linn	23	123.0 84.6	.0715	39.4 27.1	44.4 31.9	91.3	217,307 161,069	.0728	2.80.20		4,892 5,040	19.9 5 16.5 4			43.9	41.5	11.0	16.9	6.4	
Landar .			2004				40 ***	2240	1 200	4 200					20.0			10.0		-
Louisa		10.4	.0061	3.2	3.2	4.8	13,779	.0048	The Country of the Co	4,306 3,735	4,240 3,459	32.9 11 40.2 18		.6 23.2 .3 27.8	25.9	32.1	5.8	10.5	4.8	
Lucas Lyen		10.7	.0084	3.4	3.6	2.7	21,928		1,512		4,984	24.8 7			31.3	32.1	9.1	14.1	7.5	
				-			21,020			0,010					-					
Madison		12.2	.0071	3.9	3.9	3.4	15,628		1,291	4,007	3,992	36.1 13		.5 24.7	22.8	30.2	6.9	13.9	3.7	
Mahaska		24.5	.0142	7.9	8.2	11.5	33,334	.0112		4,219	4,043	34.4 12			26.0	33.5	6.2	12.0	4.0	
Oskaloosa		11.5	.0067	4.0	4.3		17,222	.0057	1,498	4,306	4,000	33.2 12			29.3	87.7	6.2	12.0	3.5	
Marion		24.5	.0143	7.2	7.7	11.8	30,053	.0100	1,227	4,174	3,874	33.2 12	4 31	.4 25.6	26.8	38.4	5.5	11.1	3.3	15.5
Marshall		37.7	.0219	11.7	13.0	21.6	60,935	.0205	1,616	5,208	4,659	21.2 6	4 27	.0 17.8	36.8	39.6	10.1	16.4	4.9	19.1
Marshalltown		21.6	.0126	6.9	8.3		39,763	.0134	1,841	5,763	4,757	17.1 4	9 24		41.6	42.1	11.4	17.4	8.5	
Mills		12.8	.0075	3.3	3.5	4.3	13,587	.0045	1,061	4,117	3,845	30.2 11	4 34	.3 28.2	27.8	37.4	4.9	10.0	2.8	13.0
Mitchell		13.4	.0077	4.0	4.1	3.4	18,771	.0056	1,252	4,193	4,075	31.4 11.	4 29	.5 23.3	28.3	36.3	7.7	14.9	3.1	14.1
Monona		15.4	.0000	4.8	4.0	3.4	20,739	.0070	1,347	4,321	4,216	30.6 10	7 31	.7 24.1	28.5	33.0	7.0	13.1	4.2	19.1
Monroe		10.2	.0059	2.9	3.3	4.2	11,144	.0037	1,003	3,843	3,335	39.5 17.	0 30	.8 28.9	23.4	35.8	4.6	10.6	1.7	7.7
Montgomery	1	16.1	.0088	5.1	8.2	7.3	21,953	.0074	1,454	4,305	4,148	29.4 10	4 32	.2 24.9	28.0	35.2	6.7	12.8	3.7	16.7
Red Oak		7.3	.0042	2.4	2.6		11,495	.0038	1,575	4,790	4,406	24.3 7	9 31	.3 22.3	32.8	37.9	7.0	12.3	4.6	19.
Muscatine	-	33.6	.0195	10.5	11.0	21.5	47,635	.0160	1,418	4,537	4,298	27.4 9	3 28	.2 21.6	32.2	38.7	7.3	13.2	3.9	17.
Muscatine		21.5	.0125	6.7	7.3		30,479	.0102	1,418	4,549	4,171	26.5 9	1 29	.3 22.0	33.9	41.5	7.0	13.0	8.8	14.

SM Standard (A) and Potential (Δ) Metropolitan County Areas.

© SM, 1958.



LOWA		0	H P	BTIMAT	ION ES, 1/1/	58	EFFECTIVE BUYING INCOME— ESTIMATES, 1957 The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.														kolu- ENT.
COUNTIES CITIES (continued)	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	m of H	ivusehol	lda		
	tan Area	Total (thou- sands)	0f U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% U.S.A.	Per Capita	Per Hald.	Per C. S. U.	30-2 % Heids.	2,499 % Inc.	\$2,500 Halds.	-3,990 % inc.	84,000 Walda.	-6,990 % Inc.	\$7,000 % Halda.	%	\$10,000 % Halds.	%
O'Brien		18.5	.0108	5.9	8.0	4.0	29,096	.0097	1,573	4,932	4,780	25.0	7.7	27.3	18.2	32.6	35.6	9.5	15.7	5.6	22.8
Osceola		10.1	.0059	2.9	3.0	2.6	16,043	.0054	1,588	5,682	8,257	19.8	5.5	27.0	16.7	33.3	32.6	11.7	17.4	7.3	27.8
Page		24.0	.0130	7.4	8.0	12.6	32,311	.0108	1,348	4,386	4,032	29.7	10.6	32.0	24.9	28.5	35.3	6.3	12.2	3.5	18.0
Clarinda		5.3	.0031	1.8	2.0		8,226	.0028	1,552	4,570	4,024	29.4	10.3	33.3	25.6	27.4	34.3	5.7	10.8	4.2	19.0
Shenandoah		7.3	.0043	2.3	2.7		11,768	.0039	1,612	8,117	4,222	23.5	7.6	29.0	21.1	34.2	39.5	8.2	14.3	4.2	17.5
Palo Alto		13.6	.0079	4.0	4.1	3.2	18,008	.0061	1,324	4,502	4,343	29.6	10.0	30.0	22.0	28.3	34.0	7.5	13.7	4.8	20.3
Plymouth		25.0	.0146	7.2	7.6	6.4	35,925	.0120	1,437	4,990	4,674	27.8	8.5	27.7	18.5	26.9	31.8	10.0	16.7	5.9	24.5
Le Mars		6.4	.0037	2.0	2.4		10,933	.0037	1,708	5,467	4,410	2.92	8.9	24.1	16.2	30.1	32.7	10.4	17.0	6.2	25.2
Pocahontas		14.6	.0085	4.2	4.2		22,424	.0075	1,538	5,339	5,217	23.2	8.5	27.4	16.9	32.0	32.1	9.7	14.7	7.7	29.8
Polk	40	257.0	.1494	83.3	93.9	241.0	481,464	.1815	1,873	5,780	5,127	17.8	4.9	23.3	13.7	39.7	38.5	12.6	18.5	8.6	24.4
▲ Des Moines		208.5	.1212	67.7	79.7	1	409,140	.1372	1,962	6,043	5,128	16.4	4.4	22.7	13.1	40.7	38.5	15.2	18.9	7.0	25.1

We've got
IOWA
all tied up...



WITH MORE THAN 25%

of all the Grade A agricultural land in America,
Iowa's farms average \$11,800 of income per year. Yet
industry and other businesses are even more important in the Iowa
economy—account for \$3.3 billion against agriculture's \$1.1 billion.

Iowa's 351,900 urban families live in 42 cities, with populations ranging from 5,200 to 190,600. 62 Iowa radio stations compete for their attention. Yet 44.7% of ALL our families (city, town and farm) say they "listen regularly" to ONE station — WHO — more people than listen regularly to the next FOUR commercial stations combined!

This preference for WHO is the result of services to our listeners. Every policy and program is based on that idea.

Let PGW explain it to you.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President P. A. Loyet, Resident Manager Robert H. Harter, Sales Manager



WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport



Poters, Griffin, Woodward, Inc., National Representatives



Sales Management "Survey of Buying Power - 1958"

48 TV COUNTIES

Population	1,725,100
Homes	531,200
TV Homes	398,800
Effective Buying Income	\$2,852,363,000
Retail Sales	\$2,076,120,000
Farm Homes	97,101

TV Farm Homes

Col. B. J. Palmer Presiden

Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES

DAVENPORT | IOWA

ROCK ISLAND MOLINE EAST MOLINE



WOC-TV-Davenport, Iowa is part of Central Broadcasting Company which also owns operates WHO-TV and WHO Radio - Des Moines, Iowa

54,912

LOWIA		J	M PO	PULAT		58		FECTIVE YING IN		_ 6	ES ES	The "SM" symbols mark original, exclu- aive estimates by SALES MANAGEMENT.									
COUNTIES	tro-			House-	Con- sumer Spend- ing Units (thous.)	Urban	Net Dollars (000)				Incomo			lni	come D	reakdu	wn of H	louveha	lda		
(continued)	Arisa	(thou- sands)	U.S.A.	holds (thou- sands)		Pep. (thou- sands)		of U.S.A.	Per Capita	Per Hold.	Per C. S. U.	80-2 % Holds.	% Inc.	\$2,500 % Holds.	-3,999 % Inc.	\$4,000 % Holds.	1-6,999 % Inc.	\$7,090 % Helds.	-9,999 % Inc.	\$10,00 % Halds	%
Pottawattamie Council Bluffs	103	72.5 52.0	.0421	22.3 16.0	23.6 17.5	53.7	109,334 82,629	.0366 .0277	1,508 1,589	4,903 5,164		23.4 20.8	7.3 6.3	25.0 23.6	17.1 15.6	37.9 40.9	42.2 43.9	9.4 10.2	15.9 16.6	4.3 4.5	17.8
Poweshiek		193	.0113	8.6	7.0	6.9	27,230	.0091	1,411	4,883	3,865	38.6	12.9	23.8	18.3	26.8	33.5	8.7	16.5	4.1	18.8
Ringgold		8.7	.0050	2.8	2.8		10,252	.0035	1,178	3,861	3,592	41.2	17.0	30.5	27.4	19.8	28.9	5.8	12.9	2.7	13.8
Sac		16.7	.0007	5.2	5.2	3.1	28,522	.0085	1,528	4,908	4,855	23.9	7.3	27.9	18.4	33.2	38.1	9.5	15.6	5.5	22.6
Scott	36	115.7	.0673	35.5	40.1	92.4	206,238	.0692	1,783	5,809	5,131	16.9	4.8	21.3	12.5	43.0	41.6	12.5	18.3	6.3	23.0
▲Davenport		84.9	.0494	26.3	30.9		157,930	.0529	1,860	6,005	5,106	15.9	4.3	20.7	12.0	43.9	41.8	13.0	18.7	6.5	23.2
Shelby		15.0	.0087	4.4	4.4	3.8	18,774	.0063	1,252	4,267	4,238	33.7	11.8	27.8	21.2	28.8	33.4	7.4	13.9	4.3	19.7
Sioux		24.6	.0143	6.8	8.8	2.6	31,963	.0107	1,299	4,700	4,834	26.8	8.6	28.9	20.0	38.4	34.5	8.7	14.9	5.2	22.0
Story		47.2	.0275	13.4	19.6	31.9	77,959	.0261	1,652	5,818	3,960	30.8	9.9	21.4	14.8	32.6	37.2	10.2	17.5	5.0	20.6
Ames		28.1	.0163	7.5	14.8		57,071	.0192	2,031	7,809	3,856	28.8	8.3	14.4	9.1	36.8	37.5	13.3	20.4	6.7	24.7
Tama		29.9	.0121	6.5	8.5	2.9	29,303	.0009	1,406	4,522	4,493	29.7	9.8	28.1	20.1	29.3	34.5	8.1	14.4	4.8	21.2
Taylor		11.5	.0067	3.8	3.9		14,529	.0049	1,263	3,823	3,648	38.8	14.8	33.7	29.5	21.6	30.8	8.2	11.3	2.7	13.6
Union		17.2	.0100	5.7	8.7	8.7	22,303	.0074	1,297	3,913	3,896	35.1	13.4	28.7	23.8	28.7	36.3	6.9	14.1	2.6	12.4
Creston		8.7	.0051	2.8	3.2		12,329	.0041	1,417	4,403	3,811	33.9	12.6	24.2	19.5	31.8	41.9	7.7	15.4	2.4	10.6
Van Buren		10.2	.0059	3.5	3.5		11,681	.0040	1,146	3,346		43.6	19.7	30.7	30.3	26.1	32.2	4.0	9.8	1.6	8.6
Wapello		51.1	.0297	16.4	17.4	38.0	78,181	.0255	1,491	4,645	4,370	23.9	7.9	27.5	19.8	36.9	43.6	8.5	15.2	3.2	13.8
Ottumwa		38.0	.0221	12.3	13.5		60,246	.0202	1,585	4,898	4,487	21.9	7.0	26.2	18.1	39.2	44.7	9.3	16.0	3.4	14.2
Warren	00	17.1	.0100	5.3	8.7	8.1	22,008	.0074	1,287	4,152	3,846	35.2	13.3	28.1	23.6	27.1	36.2	6.7	13.6	2.9	13.1
Washington		19.6	.0114	6.3	6.3	6.3	28,530	.0096	1,458	4,529	4,501	29.0	9.6	20.7	21.3	28.3	33.1	8.1	14.4	4.9	21.6
Washington		6.8	.0037	2.2	2.4		10,807	.0036	1,715	4,912	4,468	27.4	8.8	27.6	19.1	31.3	35.6	8.5	14.6	5.2	21.5
Wayne		10.9	.0063	3.7	3.8		11,686	.0039	1,072	3,158	3,006	46.1	22.6	33.5	35.9	16.6	28.9	2.7	7.2	1.1	8.4
Webster		45.3	.0284	13.8	14.7	27.5	69,100	.0231	1,526	5,008	4,680	23.9	7.4	24.9	16.6	37.0	40.6	9.3	15.4	4.9	20.0
Fort Dodge		27.5	.0159	8.5	9.5		45,671	.0153	1,661	5,373		21.7	6.4	22.6	14.5	40.2	42.0	10.1	15.9	5.4	
Winnebage		13.0	.0075		4.1	2.8	18,435	.9062	1,418	4,851	4,390	27.5	8.9	29.6	20.9	29.9	34.5	7.9	13.7	5.1	
Winneshiek		22.3	.0130	6.4	7.4	6.3	28,207	.0095	1,265	4,407	3,762	40.0	18.0	26.4	21.5	23.4	31.1	6.0	12.1	4.2	20.3
Decorah		6.3	.0037	1.6	2.6		9.295	.0032	1,475	5.809	3,480	41.6	14.9	20.9	16.4	25.9	33.1	6.6	12.8	5.0	22.8

SM Standard (A) and Patential (A) Metropolitan County Areas.

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Before using these figures read foreword, page 13.



Col. B. J. Palmer Fresidens

Ernest C. Sanders Manager

Mark Wodlinger Sales Manager

Peters, Griffin, Woodward, I a c., Exclusive National

THE QUINT CITIES

DAVENPORT | IOWA

ROCK ISLAND MOLINE ILL. EAST MOLINE



14 Counties THE QUINT-CITIES

2 States

Population 608,600 Homes 188,100 Radio Homes . 160,030 Effective Buying\$1,046,883,000 Income Retail Sales \$ 756,044,000 Farm Population 104,800 Gross Farm \$ 377,957,000 Income Sales Management "Survey of Buying Power — 1938"

DAVENPORT, IOWA BETTENDORF, IOWA ROCK ISLAND, ILL. MOLINE, ILL. EAST MOLINE, ILL.

master switch

One solid connection gets you five livewire outlets in the Davenport Metropolitan Area—a giant 5-Star market! That master switch is Davenport Newspapers. These dynamic papers capture sales in a unified market boasting an effective per family buying income of \$6,140. Diversified, too—the area encompasses 375 manufacturing firms, draws from prosperous surrounding farms with an average gross income of \$11,150.

No other newspapers give you effective home-delivered circulation in both Eastern Iowa and Western Illinois. And few match Davenport Newspapers in quality of plant and printing equipment or in the sales-getting results enjoyed by advertisers.

DAVENPORT METROPOLITAN AREA

sell it best

.

with DAVENPO



MORNING EVENING SUNDAY

NEWSPAPERS

ARB* proves it . . . in Siouxland you get the LOWEST COST PER THOUSAND with

1st PLACE with 247 Quarter Hours!

SIOUXLAND TOTAL COVERAGE Arec Television Audience Number of FIRST PLACE Quarter Hours SIGN ON to 6:00 P.M. Station "B"109 6:00 P.M. to SIGN OFF Station "B" 78 SIGN ON to SIGN OFF

*ARB The data contained in this report were tabulated from a survey made by ARB Research Department the week of January 5-11, 1958. This was an area survey, made of 49 Siouxland counties, and represents viewing homes. The report estimates that there are 232,100 Television homes in the area surveyed. Of these television homes, 11.8 per cent are located in metropolitan Sioux City.

CHANNEL 4 NBC

Your GEORGE P. HOLLINGBERY representa-tive will be happy to tell you the complete story of this new ARB Area Study, which proves conclusively that the combination of CHANNEL FOUR's superior signal and top-flight NBC-ABC-LOCAL programming pro-duces the FIRST PLACE LEADERSHIP of RTIV . . . Channel 4 in Sloux City.

SIOUXLAND'S ONLY FULL POWER LOW CHANNEL STATION—SIOUX CITY, IOWA

101111	1		SM		PULATI		/58		EFFECTIVI BUYING II	E NCOME	_ (H	ESTIMA	TES, 11	157				ols mar			
COUNTIES	Mo- tro- poli- tan	Tot			House- holds	Cen- sumer Spend-		Not	07_	Per	Per	Incon			1	ncome Br	eakdov	m of H	lousehol	ds		
(continued)	Area				(thou- sands)	ing Units (thous,	(thou- sands)	Dollar (000)		Capita		C. S.	U. 80-	2,490 % s. Inc.	0%	00-3,990 % a. Inc.	84,000 % Halds.	OF	\$7,000 % Hside.		110,000 % Haida.	0&ever % . Inc.
Woodbury. ASioux City Worth. Wright.		9	5.7	0663 0556 0084 6118	35.9 29.9 3.2 6.2	39.3 34.3 3.3 6.4	2	194, 168, 15,	075 .0563 043 .0050	1,360	5,409 5,621 4,701 4,890	4,88 4,88 4,88 4,76	99 19.7 90 28.8	5.6 8.5	24.3 24.3 27.8 28.7	15.0	37.5 38.9 30.5 32.7	38.6 39.2 34.5 36.2	10.3 10.9 10.0 9.5	18.1 16.6 17.1 15.9	6.2	23.5 23.6 20.6 21.1
Total Above Cities.	-	1,17	5.0	6831	364.6	439.6		2,099,	113 .7038	1,786	5,757	4,77	75 19.7	5.6	22.6	14.0	40.5	41.0	11.4	17.5	5.8	21.9
State Total		2,71	5.6 1.	5789	833.4	916.0	1,408.8	4,179,	445 1.4013	1,539	5,015	4,56	83 25.5	8.0	26.3	17.0	33.9	37.8	9.4	15.8	4.9	20.5
	0		POPUL		1/1/58	1	SM	E. B. I. ESTIMA	ATES, 1957			1	O O			ATION ATES, 1/	1/56	1	SH	E. B. I	ATES	. 1957
METRO. AREAS	Total (thou- sands)	% of U.S.A.	House hold (thou- sands)	- sum Sper	ner Ur nd- P g (ti	ban op. nou- nds)	Net Dollars (\$000)	% of U.S.A.	Per Per Cap- H'se-		AETRO AREAS		Total (thou- sands)	%	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urba	- 1	Net Dollars (\$000)	% of U.S.A.	Per Cap-	Per
Cedar Rapids Clinton Davenpert- Rock Island- Moline	123.0 55.7 287.1		39. 17.	0 9		91.3 36.4 215.2	217.307 88,371 507,483	.0297	1,7675,515 1,5875,138 1,9006,189	△Ma Sieux Water	son City City		52.1 114.0 116.5	.0450 .0303 .0063 .0677	20.7 16.3 35.9 35.4	17.6 39.7 41.0	31 90 100		122,124 86,551 194,191 206,408	.0291 .0051 .0002	1,661 1,703 1,772	5,900 1 5,310 3 5,409 2 5,831
Des Moines	287.0	.1494	83.	3 9		241.0	481,464		1,8735,780					.6179	330.2	372.3	877	.2 1,	,903,896	.6385	1,791	5,708
COUNTIES CITIES	Me- tro- poli- tan	Re	tai	% of U.S.A.	Per Hald Retai	. Buy		uality	Index of Sales	Food (\$900)	Eatin Dri Pla (80	ng & nk.	General Mdse. (\$000)	Appar (8000	ei ie	Furn 10use- Appl. (8000)	Auto- motiv (8000	e SI	Gas tations \$000)	Lumber Bldg. Hdwre (8000)		Drugs (8000)
AdairAdams		1	0,099	.005	0 2,8	06 .0	051 035	78 78	77 74	1,71	1	509 311	481 771	-	243	181	1,7	-	1,828 885	2,3	64	227 148
Allamakee			7,506	.008			072	79	96	2,24		,088	1,500		739	499	4,1		1,572	3,2		201
Centerville		1	5,209 11,913 12,112	.007	0	.0	076 042 056	72 98 84	72 140 91	3,82 2,91 1,31	19	837 417 490	1,422 927 811		897 541 288	1,130 1,000 498	3,1 3,6 2,3	169	1,893 1,162 1,870	1,4 7 2,5	66	400 353 245
Benton		2	8,752	.013			117	91	108	5,31		,646	1,155		881	906	4,3		2,421	7,1	27	441
Black Hawk ▲Waterloo Cedar Falls		11	1,600 3,969	.074	8	.0		104 112 105	110 125 109	30,16 23,14 5,73	0 6	, 815 , 423	18,898 17,743 800	7,	172 751	9,456 7,561 1,300	30.8 22,4 6,6	31	10,395 6,982 1,732	14.5 8,0 2.9	87	4,304 3,729 518
Boone		2	8,484 9,651 3,711	.014	3,00	0. 00	139	91 113 90	94 140 107	8,63 4,83 4,80	1 1	,614 ,252 ,468	1,685 1,471 1,405	1,1	176 171 182	967 717 490	4,8 3,7 4,1	85	2,888 1,770 1,805	4,4 2,4 6,3	99 29	884 745 421
Buchanan		2	8,169 8,559 8,811	.000	4,00	2 .0		78 102 135	72 111 102	4,11 4,78 3,05	0 1	,110 ,884 951	785 1,730 1,147	1,4	146	833 1,337 862	3,1 5,6 4,7	16	1,733 4,161 3,171	3,0 5,6 3,2	46	279 626 398

IOWA	Me-		-	RET	AIL S	ALES-	SM E	STIMA		957	The "SM" symbols mark original sive estimates by SALES MANA						
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% U.S.A.	Per Haid. Retail Sales	Buying Power Index	Quality index	Index of Sales Production	Food (\$000)	Eating & Drink. Piaces (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn.= House- Appl. (8000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (\$000)	
lutior		20,289	.0101	3,824	.0087	87	101	2,627	771	2,082	175	507	4,399	1,792	4,878	43	
Calhoun		14,307	.0071	2,805	.0080	84	75	3,438	744	551	408	540	1,907	1,239	4,105	34	
arroll		31,692	.0159	4,952	.0132	102	123	5,378	2,201	2,602	1,306	1,234	7,205	3,113	5,143	50	
Carroll		18,512	.0092		.0057	143	230	3,487	1,137	1,648	1,113	735	4,427	1,917	2,437 4,664	31	
Atlantic		26,583 17,181	.0132	4,355	.0106	122	123 191	4,866 3,043	1,027	2,000 1,399	1,403 1,327	1,161 762	4,848	2,519 1,150	2,174	40	
ZAMMINIC		11,101	.0000		.0000	140	191	0,010	000	2,000	4,000	100	*1011	1,100	-,		
edar		21,370	.0107	3,816	.0103	94	97	2,788	1,144	841	290	203	3,886	2,287	5,367	4	
Cerro Gordo	237	72,441	.0362	4,444	.0315	104	119	13,152	4,412	8,657	4,522	5,348	14,066	4,542	7,388	2,0	
△Mason City		55,391	.0279		.0230	113	187	9,991	3,007	7,940 1,000	4,178 526	4,926 1,178	12,456 4,326	3,163 1,231	4,487 3,191	1,6	
Cherokee		18,582 13,163	.0093	3,844	.0007	103	140	3,382 2,543	1,019 631	979	434	960	3,854	750	1,872	4	
Chickasaw		18,310	.0091	4,258	.0076	89	107	2,915	927	705	520	499	2,603	1,749	3,800	3	
larke		9,996	.0050	3,332	.0046	90	98	2,230	399	724	301	242	1,876	1,267	1,782		
Clay		25,833	.0129	4,167	.0116	98	100	4,978	1,036	1,827	1,923	1,214	5,622	2,318	4,617	5	
Spencer		21,605	.0108		.0072	138	208	4,160	800	1,605	1,922	1,147	5,318	1,442	3,073	5	
lauton		22,100	.0111	3,574	.0103	28	93	3,341	1,409	1,142	400	1.079	5.058	1,721	4,527	2	
Clayton	195	80,637	.0403	4,688	.0334	103	124	15,488	4,379	9,867	2,847	3,377	18,647	4,833	9,677	1,8	
△Clinton		55,974	.0280		.0218	110	141	12,653	3,124	9,133	2,666	2,693	13,322	3,060	3,985	1,6	
rawford		18,378	.0092	3,403	.0094	87	85	3,370	1,311	1,586	343	673	3,073	1,871	3,462	4	
Dallas		28,865	.0134	3,582	.0126	95	102	5,562	1,377	1,452	849	919	5,470		4,268	7	
Perry		12,916	.0065		.0045	125	181	3,044	497	1,129	626	435	2,665	1,500	1,681	3	
Davis		7,934 8,443	.0039	2,736 2,345	.0039	75	75 63	1,876 2,329	392 421	504 621	207 94	302 321	2,266 1,718	677 826	1,100	1 2	
		0,110		2,515	.0010		-	2,022	-	-			.,		,,		
Delaware		18,073	.0000	3,218	.0084	84	80	2,855	906	848	761	581	3,138	1,459	3,062	3	
Des Moines		57,092	.0285	3,732	.0273	99	103	13,651	3,030	8,114	2,918	3,242	12,508	4,264	4,838	1,1	
Burlington		50,508	.0252	2 552	.0217	107	124	12,314	2,633 922	7,565 584	2,890 588	3,171 645	11,223 2,406	3,325 1,702	3,465	1,1	
lickinson		14,011	.0070	3,593	.0070	93	93	1,005	922	904	300	940	2,400	1,702	3,021		
Oubuque	42	100,763	.0504	4,868	.0448	99	112	21,212	7,912	15,753	4,123	4,907	16,376	7,494	9,279	3,5	
▲ Dubuque		80,550	.0403		.0353	105	120	18,026	6,219	14,484	3,925	3,575	12,796	6,584	4,914	3,2	
Emmet		18,254	.0091	4,346	.0083	101	111	3,787	768	776	913	811	2,753	2,379	4,147	4	
Estherville		13,079	.0065	4 000	.0052	121	151	2,880	635	694	816	593 954	2,653	990	2,786	73	
Payette		33,964 15,203	.0169		.0144	110	108	6,453 2,992	1,766 861	2,368 1,501	1,578	692	6,793 3,455	4,853 1,502	5,754 1,754	43	
Floyd		23,715		3,340	.0120	90	89	4,842	1,552	1,064	1,054	1,393	5,455	1,694	3,901	3 2	
Charles City		17,893 19,335		3,867	.0078	110	131	3,746 3,497	978 813	868 1,327	. 1,018 648	1,142	5,297 3,151	1,154	2,052 2,510	2	
Frement		8,893			.0048	77	. 73	1,621	515	191	501	219	1,677	850	1,584	2	
Greene		17,179	.0006	3,735	.0078	92	101	2,829	832	797	938	572	3,574	1,702	4,122	21	
Grundy		16,619	.0083	4,053	.0072	95	109	1,716	694	715	268	730	3,198	1,513	4,273	4	
Guthrie		13,670		3,334	.0063	79	85	2,899	686	684	295	437	3,000	1,384	2,768	2	
Hamilton		25,493	.0127	3,922	.0114	98	100	4,393	1,325	1,520	1,184	1,552	3,998	2,496	4,402	5	
Webster City		15,350			.0057	116	157	3,018	690	1,197	1,100	1,341	3,452	1,168	1,744	4	
lancock		16,700		4,073	.0061	95	90	2,824	720	447	353	617	3,395	1,901	2,930	4	
fardin		31,083	.0155	4,255	.0131	104	123	5,232	1,532	1,885	1,077	971	6,598	2,218	6,499	8	
larrison		17,138	.0086	3,233	.0084	84	88	3,384	1,146	613	260	659	3,471	1,989	2,809		
lenry		20.644			.0085	86	94	3,521	803	1,595	177	648	3,799	2,640	3,684	4	
Howard		12,976	.0085	3,415	.0061	79	84	2,106	755	998	309	572	1,477	1,922	3,235	3	
fumboldt		15.867	.0079	4,176	.0072	99	108	2,930	870 657	489 409	605 258	486 295	1,498 1,503	2,115 893	4,298	1	
da owa		9,832 17,931		3,073	.0086	92	106	1,341 3,648		617	289	749	2,494		3,000	3	
Jackson		23,383	.0118	4,251	.0095	89	108	4,730	1,432	1,308	880	851	4,694	2,686	3,718		
Jasper		37,656			.0178	95	101	10,181	1,673	The second	800	1,325	6,207	3,441	6,156	1,1	
Newton		24,917			.0099	119	149	7,611	1,030	2,039	776	1,132	5,557	1,619	2,679	8	
lefferson		18,809		3,359		84	94	4,072	885	1,361	994	785	3,826	110000	3,207	4	
Fairfield		13,963	.0070		.0049	107	152	3,653	702	1,149	994	755	2,937	1,017	1,419	,	
Johnson		58,174	.0281	4,192	.0285	98	96	10,441	3,992	7,664	2,868	2,417	8,990	5,382	5,907	1.0	
Iowa City		47,158	.0236		.0219	114	123	8,885		7,285	2,784	3,143	8,351			1,	
lanes		23,403 15,612			.0099	91 79	107	4,191 2,023			822 308	856 424	3,625 3,688				
						113								LOG			
Keesuth		28,485				94	93	4,853				1,198	5,937				
Algona		12,841 46,318			.0047	127	173 91	2,122 11,253				768	3,706				
					.0005	96	111	5,730			3,121 1,523	2,806 1,724	8,684			1,	
Keokuk		21,965															

Table of Contents and Indexes on Pages 3, 4, 5, 7, 9

Everything's on the move UP in Dubuque!

POPULATION—UP—increasing at a rate of 23.7% in city RETAIL SALES—UP—1957 metro market total topped \$100-million

PER FAMILY SALES-UP-more than 122% of U. S. average

INDUSTRIAL ACTIVITY-UP-more than \$17-million in new plants and expansions for '58

EMPLOYMENT—UP—industry alone has added more than 2,000 . . . and more needed

BUILDING-UP-1957 city total double that of 1956

NO OTHER ADVERTISING MEDIUM COVERS . . . SELLS ALL DUBUQUELAND

THE TELEGRAPH-HERALD

DUBUQUE, IOWA

Represented by: Jann & Kelley, Inc., and Iowa Daily Press Assn.

IOWA	Me-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" a	mbols ma	rk original, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (8000)	Lumber- Bldg. Hdwre. (8000)	Drugs (\$000)
Linn	23	170.644	.0852	4,331	.0782	107	119	32,695	10,550	19,484	11,928	13,928	32,388	11,678	16,434	6,054
▲Cedar Rapids		141,355	.0706		.0580	118	144	26,231	8,187	18,582	11,556	12,967	29,193	7,838	10,776	5,520
Louisa		10,782	.0054	3,369	.0052	88	89	2,568	410	174	325	220	2,945	1,135	2,147	287
Lucas		11,631	.0058	3,421	.0051	82	94	3,015	554	1.025	418	483	2,521	1,482	1,091	200
Lyon		12,310	.0062	3.002	.0072	86	74	2,286	646	526	284	374	2,192	888	3,158	234
Madison		15,269	.0076	3,915	.0063	89	107	2,942	528	789	340	401	3,260	1,253	2,438	561
Mahaska		29,038	.0145	3,676	.0128	90	102	5,936	1,313	2,813	1,372	1,531	5,940	2,278	3,127	696
Oskaloosa		24,452	.0122		.0079	118	182	5,048	957	2,664	1,345	1,378	5,521	1,572	2,210	650
Marion		22,279	.0111	3,094	.0112	78	78	4,854	1,330	1,586	745	1,170	3,541	2,141	4,316	001
Marshall		52,600	.0263	4,496	.0225	103	120	10,378	2,919	5,892	3,020	1,893	10,155	4,109	8,861	1,871
Marshalltown		42,728	.0213		.0156	124	169	8,662	2,313	5,724	2,967	1,889	9,181	2,989	4,226	1,797
Mills		10,328	.0052	3,130	.0053	71	69	2,122	599	352	217	289	3,046	1,114	1,823	251
Mitchell		15,744	.0078	3,936	.0067	87	101	3,225	822	911	549	916	2,113	1,158	4,074	241
Monona		14,584	.0073	3,038	.0075	83	81	3,189	892	806	391	591	2,718	801	3,450	297
Monroe		11,052	.0055	3,811	.0047	80	93	2,648	589	594	333	156	2,944	872	1,074	209
Montgomery		20,416	.0102	4,003	.0085	97	116	4,192	1,054	1,201	578	888	4,793	2,075	3,910	532
Red Oak		14,946	.0075		.0050	119	179	3,039	746	956	487	692	8,939	1,094	2,963	386
Muscatine		44,194	.0221	4,200	.0185	95	113	8,227	2,340	3,373	1,824	2,100	9,182	3,503	5,483	817
Muscatine		34,359	.0172		.0128	102	138	7,404	1,584	3,164	1,768	1,818	7,596	2,677	3,216	603
O'Brien		22,843	.0114	3,872	.0105	97	106	4,270	1,345	1,485	789	856	3,780	1,603	5,868	383
Osceela		11,518	.0058	3,972	.0056	95	98	1,867	544	867	280	401	2,528	969	2,222	202
Page		29,973	.0149	4,050	.0126	91	107	5,376	1,074	8,748	1,188	1,074	5,151	2,036	3,757	840
Clarinda		11,345	.0057		.0037	110	184	1,869	350	3,054	488	213	2,260	686	1,124	291
Shenandoah		15,844	.0079		.0052	121	184	2,981	003	8,688	700	791	2,895	061	1,949	512
Palo Alto		17,013	.0085	4,253	.0072	91	108	2,772	1,128	831	626	437	2,064	1,424	4,268	302
Plymouth		24,845	.0125	3,451	.0127	87	86	4,039	1,781	766	718	1,014	4,498	2,788	4,895	628
Le Mars		10,734	.0054		.0042	114	146	2,206	791	621	847	472	2,256	1,276	1,782	114
Pecahentas		14,373	.0071	3,422	.0076	89	84	2,663	633	446	478	550	3,180	1,416	3,813	350
Polk	40	356,209	.1780	4,276	.1640	110	119	72,050	22,735	51,409	20,368	18,263	84,153	29,084	21,748	12,623
▲ Des Moines	1	326,270	.1630	1	.1417	117	134	65,024	20,982	50,714	20,187	17,098	76,194	25,620	17,345	11,666

SM Standard (A) and Potential (A) Metropolitan County Areas.

C SM, 1958.

Before using these figures read foreword, page 13.

A WARM FACT!

KMA

SHENANDOAH, IOWA

is referred to as the "Heartbeat of the Corn Country" by the big 69% of the folks in the soil-rich Missouri River Basin who live on farms or in than 2500.

Here are the cold facts on KMA's Market Area*

General Merchandise \$1,261,862,000 Effective Buying Income Sales Retail Sales 67,214,000 Population 951,200 977,561,000 196,809,000 Food Sales Number of Families 298,600 Drug Sales 28,086,000 Average Income per Family \$ 4,226 Automobile Sales 201,480,000 Farm Population Farm Gross Income 404,000 Average Income per Capita \$ 1,327 \$1,057,395,000

> *67 counties in Iowa, Nebraska, Kansas and Missouri. (N.C.S.) Estimates from '58 Sales Management Survey of Buying Power and SRDS.

> > For all the facts see your Petry man.



there are **2.7 Million** of us in the lowa market and **70%** of us read the Des Moines Sunday Register

people

A market is no bigger than the medium that delivers it. The Des Moines Sunday Register covers a whole state better than most newspapers cover their city of publication.

DES MOINES REGISTER AND TRIBUNE

Gardner Cowles, President
Combined daily: 350,000 • Sunday: 500,000
Represented by: Scolaro, Meeker and Scott • Doyle and Hawley

HOW ... FULL ROP COLOR



Source-1958 H. M. Survey of Buying Power

gives you extra selling IMPACT in the Billion-Dollar, "One-Newspaper" market,

SIOUXLAND

SIOUX CITY, IOWA'S 49 COUNTY TRADE AREA

Population 832,200

Retail Sales \$939.544.000 Effective Buying Income \$1,205,726,000

Get the facts on Sioux City's rich sales potential—write for free market brochure or contact our national reps.

The Sioux City Journal Journal TRIBUNE

National Representatives, Jann & Kelley, Inc.

IOWA	Me-			RET	AIL S	ALES-	SH	ESTIMA	TE8, 1	957					rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparei (\$000)	Furn House- Appl. (\$000)	Aute- metive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Pottawattamie	103	75,424	.0377	3,382	.0380	90	90	18,490	8,179	4,887	3,638	3,334	14,206	8,130	10,043	2,74
Council Bluffs		57,068	.0285		.0284	94	94	14,573	4,726	4,428	3,236	2,912	11,656	5,132	5,884	2,350
Powoshisk		20,021	.0100	3.575	.0098	87	88	4,491	1,089	1,084	563	915	4,373	1,549	3,365	512
Ringgold		6,362	.0031	2,272	.0037	74	62	1,229	181	277	256	143	1,882	600	1,175	167
Sac		19,048	.0096	3,663	.0001	94	99	3,155	905	759	602	966	3,459	2,617	5,059	32
1Scott	36	180,147	.0800	4.511	.0720	167	119	32,077	11,717	25,789	9,142	8,778	29,410	11,914	12,180	5,30
▲ Davenport		133,796	.0668		.0564	114	135	26,504	9,628	24,349	9,102	8,517	25,719	9,333	6,559	4,918
Shelby		14,064	.0070	3,196	.0070	80	80	1,727	1,012	1,503	363	400	2,873	1,108	3,123	341
Sleux		25,203	.0128		.0120	84	88	3,883	998	1,412	549	1,151	4,798	1,879	5,434	521
Story		57,818	.0289	4,315	.0272	99	105	14,398	2,723	4,056	2,535	2,099	11,350	5,205	6,950	1,674
Ames		33,880	.0169		.0179	110	104	9,546	1,554	3,728	1,758	1,477	7,419	3,160	2,165	1,09
Tama		22,654	.0113	3,485	.0108	89	93	3,903	1,310	894	457	820	3,913	1,785	5,180	511
Taylor		6,913	.0034	1,819	.0048	72	51	1.370	278	504	435	143	1,169	313	1,606	20
Union		16,299	.0082	2,889	.0082	82	82	3,790	1,056	1,283	720	837	3,545	1,191	2,176	86
Creston		12,667	.0063		.0050	98	124	2,907	839	1,197	680	763	2,939	694	1,525	463
Van Buren		9,747	.0048	2,785	.0046	78	81	2,285	558	645		193	2,312	1,166	1,429	121
Wapello		80,241	.0281	3.063	.0262	88	85	12,122	3,279	4,814	3,388	3,100	9,627	4,024	4,170	1,95
Ottumwa		44,284	.0221		.0212	96	100	11,200	2,854	4,621	3,007	3,126	8,801	3,514	2,509	1,89
Warren		15,860	.0080	2,994	.0081	81	80	3,817	1,028	986	153	596	3,197	1,650	3,159	20
Washington		25,572	.0128	4,059	.0109	96	112	3,520	1,113	1,743	540	1,042	4,488	2,150	4,689	58
Washington		13,392	.0067		.0046	124	181	2,374	626	1,152	540	770	2,629	948	1,531	47
Wayne		9,600	.0047	2,597	.0047	75	75	1,982	440	620	130	228	2,311	1,110	1,898	25
Webster		80,834	.0304	4,406	.0259	- 90	115	12,484	3,690	8,445	3,813	2,346	10,800	4,424	8,749	1,96
Fort Dodge		49,417	.0247		.0182	114	155	10,688	2,656	8,070	3,780	1,646	9,264	3,478	3,464	1,82
Winnebage		18,710	.0070	4,134	.0070	93	105	3,394	1,083	848	523	866	1,802	1,956	4,128	31
Winneshick		19,006	.0008	3,063	.0103	79	75	3,598	1,315	1,279	874	985	4,123	1,992	3,000	41
Decorah		13,320	.0067		.0044	119	181	2,354	838	814	674	777	3,018	1,087	1,666	35
Woodbury	137	148,463		4,135	.0680	103	112	28,076	10,275	25,346	7,327	5,965	33,135	9,957	13,965	4,90
▲Sioux City		136,200			.0597	107	122	25,936	9,088	24,779	7,245	5,816	31,072	8,889	10,985	4,33
Worth		8,509	.0042	2,884	.0051	80	86	1,873	660	421	62	156	1,100	899	1,798	12
Wright		22,835	.0115	3,683	.0100	95	100	4,643	1,196	599	962	727	3,783	1,843	5,726	57
Total Above Cities		1,827,981	.9132		.7628	112	134	382,529	108,736	249,679	112,008	104,322	395,938	133,752	147,393	61,01
State Total		3,247,190	1.6222	3,896	1.5031	95	103	641.258	192,571	319.852	143,305	151.671	840,903	278,174	458,929	90.02

1 Late evidence submitted too late for inclusion above suggests disparities between sales tax collections and actual sales trend involving a three percent understatement in the above sales figures.

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

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To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.



OF THE RICH SIOUX CITY MARKET

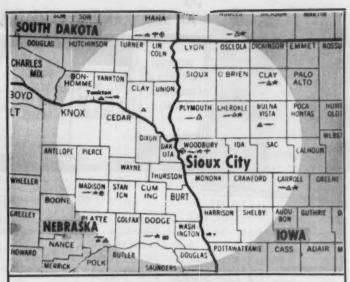
DOMINANT COVERAGE

PULSE, Jan. 58

- 29 of the top 30 shows
 KVTV—355 quarter hr. Wins
 Station "A"—79 quarter hr. Wins
 KVTV—35.7 Avg. Class A Rating
 Station "A"—27.3 Avg. Class A Rating
 8 of top 9 Syndicated Shows
 Top 10 Local Live Shows

ARB, Jan. '58

- 25 of the top 30 Shows
- KVTV—285 quarter hr. Wins Station "A"—146 quarter hr. Wins KVTV—38.2 Avg. Class A Rating Station "A"—28.0 Avg. Class A Rating



SIOUX CITY TV MARKET AREA

1,023,400 people 303,000 families

\$1,150,571,000 retail sales

CBS ABC



SIOUX CITY, IOWA

Peoples Broadcasting Corporation Represented by Ketz

IOWA	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The			rk original, MANAGE	
METRO. AREAS	tro- poll- tan Area	Total Retail Sales (\$000)	% U.S.A.	Per Haid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Cedar Rapids	23	170,644	.0882	4,331	.0782	107	119	32,695	10,580	19,484	11,926	13,928	32,388	11,678	16,434	6,054
△Clinton Davenport-Reck	195	80,637	.0403	4,688	.0334	103	124	15,486	4,378	9,867	2,847	3,377	18,647	4,833	9,677	1,838
Island-Moline	36	337,639	.1687	4,118	.1867	107	109	76,236	31,497	45,631	17,328	16,134	65,434	25,760	22,800	11,273
Des Moines	40	356,209	.1780	4,276	.1640	110	119	72,050	22,735	51,409	20,368	18,263	84,153	29,094	21,748	12,623
Dubuque	42	100,783	.0504	4,868	.0446	99	112	21,212	7,912	15,753	4,123	4,907	16,376	7,494	9,279	3,564
△Mason City	237	72,441	.0362	4,444	.0315	104	119	13,152	4,412	8,657	4,522	5,346	14,088	4,542	7,388	2,013
Sloux City	137	148,463	.0742	4.135	.0680	103	112	28,076	10,278	25,346	7,327	5,965	33,135	9,957	13,985	4,903
Waterloo	158	149,304	.0745	4,218	.0705	104	110	30,167	8,815	18,896	8,064	9,456	30,852	10,395	14,560	4,386
Total Above Areas		1,416,100	.7075	4,289	.0549	106	115	289,074	100,575	195,045	76,505	77,376	295,051	103,753	115,889	48,834

KANSAS — (Other West North Central States: Iowa, Kansas, Missouri, Nebraska, North Dakota, South Dakota,)

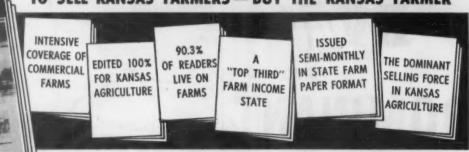
	3			NU	MBE	R OF	OUT	LET	18						3			NU	MBE	R OF	ou	TLET	S		
Map, page 384 City County	Pap. (the	Total Outlets	Food	Eat. & Drink,	Gen'l. Mdse.	Apparel	F-H-A	Auth.	Gas Sta.	L-B-H	Drugs		City	County	Pop. (tho	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Stn.	L-B-H	Drugs
AbileneDickinson	6.8	138	18	24	9	10	7	15	20	14	4		Hays	Ellis	10.9	152	11	26	8	13	9	14	18	21	3
Arkansas City.Cowley	14.5	233	42	41	8	14	17	14	24	17	12		Hutchinson.	Reno	37.5	549	71	124	50	40	23	31	57	48	19
AtchisonAtchison	13.2	197	37	46	8	13	13	18	19	14	10		Independent	e. Montgomery.	11.9	219	41	27	10	24	15	17	27	15	
Chanute Neosho	10.5	184	. 36	10	11	13	13	28	21	16	8		Iola	Allen	6.9	163	28	20	13	16	10	19	15	14	4
Clay CenterClay	4.8	118	13	20	11	10	3	11	16	12	2		Junction Cit	y . Geary	18.1	216	36	40	15	13	11	16	22	18	11
CoffeyvilleMontgomery.	18.5	289	46	48	7	25	18	34	32	21	8	- 11	Kansas City.	Wyandotte	131.3	1,396	332	294	106	77	60	68	168	64	55
ConcordiaCloud	7.2	129	18	21	8		11	14	16	11	4	- 11	Lawrence	Dauglas	23.3	307	39	59	17	29	22	28	30	22	10
Dodge City Ford	12.3	218	22	41	9	16	16	18	22	23	8		Leavenworth	. Leavenworth.	22.7	298	51	76	12	17	16	16	21	13	11
El DoradoButier	12.2	198	33	31	11	13	12	15	31	18		- 11	Liberal	Seward	11.1	176	18	24	11	11	18	20	21	20	4
EmperiaLyon	15.2	265	43	30	18	21	16	24	30	22		-11	Manhattan.	Riley	19.0	257	28	49	18	29	17	16	27	18	
Fort Scott Bourbon	10.6	191	31	24	10	14	13	21	27	19	4		McPherson.	McPherson	9.1	133	14	13	9	9	7	11	20	24	
Garden City Finney	10.9	192	21	30	10	18	10	19	24	19	8		Newton	Harvey	14.2	191	25	20	13	11	16	17	24	22	7
Great Bend, Barton	17,0	219	20	31	18	18	. 22	22	23	14	8		Ottawa	Franklin	10.7	157	25	21	10	10		19	16	10	7

SM Standard (A) and Potential (Δ) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

TO SELL KANSAS FARMERS - BUY THE KANSAS FARMER

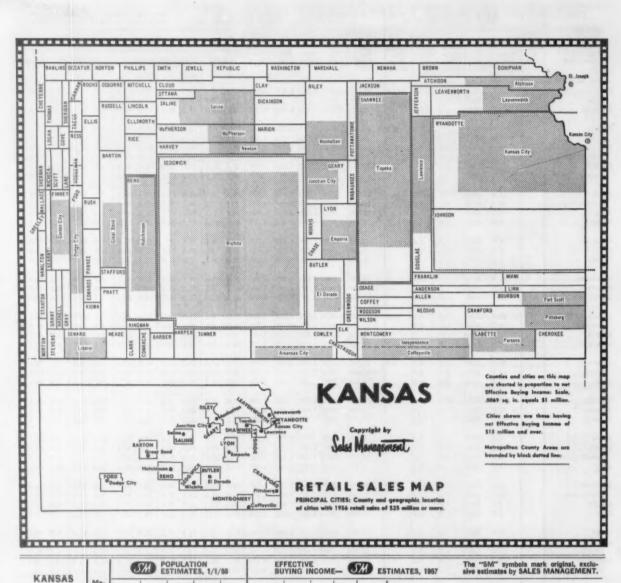


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SALES OFFICES: New York, Chicago, Cleveland, Topeka and Los Angeles

KANSAS		3		NUM	BER OF	OUTLE	TS						(FE)			NUN	MBER	OF OU	TLET	5		
(continued) City Cou	nty	Pop. (thous	Total Outlets Food	Eat. & Drink.	Mdse. Apparel	F-H-A Aute.	Gas Sta. L-B-H	Drugs		City	C	ounty	Pop. (thous.	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
Parsons Labette Pittsburg Crawfor Pratt Pratt. Russell Russell Salina Saline	rd	14.3 19.7 8.2 6.7 35.3	374 1 156 1 134 1	10 30 12 63 12 21 19 24 10 104	20 21 26 24 5 9 10 5 35 40	12 1		7	W	ellingto ichita	Shav nSum Sedq Cow	mor wick	9.3	2,50	1 3: 6 303	22 532	124 9 193 14	86 65 7 6 163 135 13 15	12 160	11	50 19 134 15	131
	Me-			OPULAT STIMAT	TION ES, 1/1/	38	EF! BU	FECTIVE YING IN	COME	_ (E E	STIMAT	ES, 19	57	The	e "SM e estim	" syn	beis m	irk or S MAR	iginal, IAGEN	exclu IEN1	r.
COUNTIES	tro- peli- tan Area	Total (thou-	%	House- holds (thou-	Con- sumer Spend- ing	Urban Pop. (thou-	Net Dollars	%	Per Capita	Per Hold.	Income Per C. S. U.	80-2,	199		ome Br		wn of 1	\$7,00	lds 0-9,991	\$10,0	00&0	ovei
		, sands)	U.S.A.	sands)	Units (thous.)	sands)	(000)	U.S.A.				Haids.	% Inc.	% Hskts.	% Inc.	Hsids	. Inc.	Hsida	, inc.	Hald	s. In	ic.
Allen		17.	-	1		6.9					3,560			31.8			32.5		12.0	2.1		
Iola		6.					9,217	.0031	1,336	3,840	3,810		14.1	31.7	27.0	23.0			12.9	2.5		
Anderson		9.	1						1,141						27.8	26.0			9.1	2.4		
Atchison		21. 13.				13.2	29,371 19,682	.0066			-	28.3	9.6	27.3	21.5	29.7 32.8			11.9	4.0		
Barber		8.	7 .005	2.1	2.8		13,571	.0045	1,560	4,847	4,693	26.0	8.1	32.1	21.9	27.9	31.0	7.8	13.1	6.2	2 28	5.9
Barton		34.	4									17.3	4.5	23.2	13.3	39.7			10.8			
Great Bend		17.	0 .009	9 5.3	5.9		32,704	.0110	1,924		5,537	13.8	3.5	23.1	12.7	42.0	37.8		17.4	8.3	3 28	3.6
Bourbon		17.											18.0		28.6	20.8			11.1	2.1		8.0
Fort Scott		10.	-			1	14,625			3,750			15.9	29.5	26.1	23.3			12.6			
Brown		14.	5 .008	5 4.5	4.9	3.4	18,872	.0063	1,302	3,851	3,829	35.2	13.7	33.1	27.9	23.8	32.8	4.7	9.8	3.2	2 18	5.8
Butler		37.	9 .022	0 12.	12.4	18.8	84,786	.0184	1,446	4,418	4,391	28.4	9.6	26.2	19.4	34.5	41.4	7.0	12.7	3.1	16	1.9
El Dorado		12.	2 .007	1 3.	4.2		19,484	.0065	1,597	4,996	4,588	22.8	7.1	25.0	17.0	39.5	43.8	8.2	13.7	4.1	5 18	5.4
Chase		4.	3 .002	1.	1.0		6,073	.0020	1,412	4,338	3,871	34.6	12.8	33.1	26.5	24.1	31.6	3.6	7.1	4.6	8 22	2.0
Chautauqua		6.	3 .003	7 2.	2.1		7,010	.8024	1,113	3,338	3,208	49.0	22.5	29.7	29.8	15.8	25.5	3.1	7.8	2.0	6 14	1.4
Cherokee		23.	2 .013			11.4	27,505	.0092	1,186	3,619	3,542	40.1	16.8	27.6	25.2	25.6	37.1	4.7	10.5	2.1		0.6
Cheyenne		4.	7 .002	7 1.	1.4		6,349	.0021	1,351	4,535	4,437	38.5	12.1	28.0	20.2	23.4	27.7	5.4	9.7	6.7	7 30	0.3
Clark		3.	5 .002	0 1.	1.1		6,639			6,035	5,380	17.8	4.6	34.1	10.3	28.3	26.1	9.8	13.7	10.0	0 36	6.3
Clay		10.	.006	4 3.	3.6	4.6	14,284	.0048	1,310	3,968	3,961	35.8	13.5	32.4	28.5	22.1	29.1	5.8	11.8	3.1	18	8.7
Clay Center		4.		-		1	6,720					200	13.5	31.8	26.2	23.6		1				8.9
Cloud		16.								3,870			14.7		25.3	24.8						
Concordia		7.	.2 .004	2 2.	1 2.1		10,352	.0034	1,438	4,930	4,106	27.9	9.4	28.9	21.1	31.2	37.3	7.8	14.1	4.3	2 18	3.1
Coffey		8	8 .008	1 2.	8 2.1	1	10,726	.0036	1,219	4,128	3,713	38.2	14.8	30.1	25.3	22.4	30.	5.8	12.2	3.0	5 10	8.9
Comancho	1	3.	2 .001	0 1.	9 1.0	3	8,163	.0017				26.1	7.9	33.2	21.8	24.9	28.1	8.6	14.0	7.5	2 21	9.5
Cowley		38										34.8	13.0		21.8	20.2						
Arkansas City	1	14	.5 .008	5 5.	0 5.3	2	21,006	.0071	1,449	4,202	4,037	31.8	11.6	26.4	20.9	32.4	41.5	6.5	12.6	2.1	9 13	3.1
Winfield		10	.006	2 3.	7 4.1	7	18,000	.0000	1,672	4,881	3,801	33.9	12.1	25.4	19.6	30.2	38.4	6.7	12.8	3.1	8 17	7.1
Crawford		40	.4 .023	5 14.	0 14.2	19.7	51,800	.0173	1,277	3,686		39.0	15.9	28.9	25.7	24.9	36.	4.8	10.6	2.0	4 11	1.6
Pittsburg		19	.7 .011	5 6.	7 7.4	8	28,438					34.9	13.2	27.3	23.4	28.9	38.7	5.9	11.6	3.6	0 13	3.8
Decatur		6	.003	5 2.	0 2.0	9	9,612			4,800	4,630	34.7	11.0	23.7	16.3	25.8	29.6	9.2	15.8	6.1	6 28	8.2
Dickinson		22	.4 .013	0 7.	3 7.3	10.6	30,089			4,118	4,077	31.3	11.4	30.2	23.8	28.3	38.	7.1	13.5	3.1	1 14	1.3
Abilene		6	.8 .003	9 2.	3 2.4	1	10,064	.0033	1,480	4,376	4,101	32.9	11.6	31.3	24.1	24.3	30.0	7.2	18.7	4.3	8 20	0.0
Doniphan		11	1 .006	8 3.	3 3.1	1.1	12,741	.0042	1,148	3,863	3,511	37.8	15.6	32.1	28.7	22.3	32.7	5.6	12.4	2.3	2 10	3.6
Douglas		33			7 15.7	28.1	52,828	.0177				43.8	18.7	19.6	16.2	25.4						7.5
Lawrence		23					40,234						15.2	15.3	11.8	28.3						0.6
Edwards			.7 .803				8,214		1,441			27.7	9.2		20.6		37.1			7.1		
	1		1		1					1	1									1		

Kansas Farmer

KANSAS		0	M P	OPULAT STIMAT	ION ES, 1/1/	58	EF BU	FECTIVI	COME	_ 6	SAD ES	TIMAT	res, 11	957				SALES			
COUNTIES	Me- tro- poli-		E	Hause-	Con-	Urban		15			Income			Inc	ome B	reakdov	vn of t	toucehol	lds		
(continued)	tan Area	(thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	u.s.a.	Per Capita	Per Hsid.	Per C. S. U.	80-2 % Hskds.	,499 % Inc.	\$2,500 % Hslds.	%	\$4,000 % Hslds.	%	\$7,000 % Haids.	%	\$10,000 % Halds.	%
Ellis		20.4	.0118	5.2	6.2	13.6	27,777	.0093	1.362	5,312		25.0	7.7	24.5	16.2	36.2	39.5		14.6	0.00	22.0
Hays		10.9	.0063	2.9	3.6 2.6		16,614	.0056	1,524			22.6	6.7 10.0	23.2		38.6	40.5 38.8		15.6		18.1
inney		14.7	.0085	4.3	4.5	10.9	25,205			100		22.2	5.8		14.8	32.8	30.2		11.7	10.3	
Garden City		10.9	.0064	3.4 6.3	3.5 6.4	12.3	19,877	.0067	1,824			22.5	7.8	25.9	14.7	33.2	30.7	9.6	11.6	10.1	-
Dodge City		12.3	.0071	3.9		12.0	22,682	.0076				24.1	6.6	22.4	13.2	34.8	33.8	10.4	15.3	8.8	
ranklin		20.3 10.7	.0118	8.6	7.0	10.7	25,275 14,924					37.5 36.1	15.2 13.9	31.7	28.0 25.4	23.5 25.2	34.0	4.8 5.3	10.6	2.5	12.
leary		21.8	.0127	7.1	8.8	18.1	35,595	.0119	1,633	5,013	4,014	26.8	9.1	30.9	22.8	30.6	38.9	7.7	14.0	4.0	17.
Junction City		18.1	.0106	6.0			26,788					27.5	9.4	33.8	24.3	29.0	35.4	7.2	13.3	4.0	
30ve		4.2		1			5,416					26.7	8.0		17.1	31.8	33.7	1	13.1	7.0	
Graham		5.4	.0032				5,830					35.5	12.2	27.6	20.8	25.3	31.0	6.3	11.7	5.3	
Grant		4.8	.0027	1.4			8,235 8,529					14.1	4.8	17.9	10.5	48.9	45.2	10.4	14.3	7.7	
Greeley		2.1	.0012	.0	.6		3,204	.0011	1,526	5,340	4,617	32.2	9.7	28.8	18.9	22.7	24.2	8.0	12.9	8.3	34
Greenwood		11.9					15,857	1		4,286		32.8		27.7		27.8	34.1	1	14.4	4.2	
Hamilton		10.0					5,242 12,185		1,808			21.8 33.5	5.1 12.4	30.3	15.5 24.2	28.1 26.5	20.9 34.8		11.0 12.3	14.0	
Harvey		25.4	200		8.9	14.2	39,232					26.0				35.3		1	15.1	4.6	
Newton		14.2					22,308						7.9	26.9	18.6	35.0	39.6	8.8		4.5	
Haskell Hodgeman		3.3			1.0		5,284 4,966			200			8.3	20.9	12.7	34.6		16.0	17.0 18.6	16.1	
Jackson		10.4		7.			11,237			7,1				34.5		19.9		200	8.9	1.8	
Jefferson		11.2				1	12,644 9,592			3,512				30.3	29.1	21.8		4.1 5.2	9.5	3.0	
Johnson	72	128.0	.0744	39.0	39.8	90.7	278,908	.0935	2,171	7,00	7,005	17.8	3.8	18.4	0.8	34.6	26.1	14.9	17.0	14.3	44
Kearney Kingman		10.7					5,626 11,478			6,25 3,47				25.8 33.6					17.4 10.0	10.8	36
Klowa		4.8					8,819			8,29										8.1	
Parsons		29.1			- F		18,691		1	7 4,15				1				0.00		2.4	
Lane		3.1					6,117			6,79									13.7	12.7	
Leavenworth		41.0		700						5,24				1				1		4.0	
Leavenworth		6.3					33,39						10.5							3.7	16
Linn		8.8					8,46			3,28			21.8	0.00					10.4	1.7	
LoganLyon		3.5					5,28 35,88			8 4,80			8.7		18.8					4.6	10
Emporia		15.2	0000			-1	25,59	1	200		21					-		1270		5.2	
McPherson		23.4	.013	6 7.	5 8.	9.1			4 1,48	0 4,55	6 4,269	29.5	10.0	27.8	20.5	31.4	37.5	7.1	13.0	4.2	2 18
McPherson		9.1					15,510			5 5,17					14.8						3 23
Marion		16.1					17,98				8 3,511 9 4,074		16.2		30.1		33.1		9.8		1 10
Meade		8.3					10,93			3 6,83					12.4		23.4				
Mlami		20.4								4 3,76			14.1		27.4		38.7				
Mitchell		48.4								1 3,83 0 4,05			1 12.1		28.6	-	35.1				3 12
Coffeyville		18.					28,27			9 4,41			10.1		23.2		39.4				9 13
Independence		11.	.006				18,22			2 4,44			10.5		21.7						
Merris		8.								4 4,23					24.5				12.0	2.1	B 1:
Morton Nemaha		13.					7,58 16,31			2 7,88 0 4,07			1 15.0		9.1		19.6 3 30.1		15.1		6 1
Neoshe		20.	4 .011	8 6.	6 6.	7 10.1	24,45	0 .008	1,10	3,70			4 15.2	30.5	27.1	25,2	2 36.0	4.0	10.0	2.3	3 1
Chanute		10.		1 3.	7 3.	7	14,63	7 .004	9 1,39	4 3,95	6 3,920	8 33.	0 12.8	30.0	24.6	39.2	39.	3 8.0	10.5	2.1	8 1
Norton		8.					9,70			3 4,88 2 3,59			6 10.0 1 18.1		18.4		31.				5 3
Osage		13.	2 .007	7 4.	4 4.	6	15,95	.005	1,20	0 3,62	3,48	7 39.	7 16.1	33.0	30.6	8 20.	7 31.	2 4.1	9.7		3 1
Osborne		7.	2				9,81			8 4,08		3 39.	8 15.6	30.6	25.1	19.1	27.	6.5	13.	3.	6 1
Ottawa		7.					7,38			3,21			1 24.7		28.0		24.				5 1
Phillips		11.								3,89			6.1 1 13.1		17.1 3 25.1		5 28. 6 33.		15.		5 3
Pottawatomie		12.					15,05			4,00		0 38.			27.		31.				3 1



KANSAS		J		OPULAT STIMAT		56		FECTIVE		_ (ZA) ES	TIMAT	ES, 11	167	The	"SM"	symb tes by	ols mai SALES	rk orig	ginal, es AGEME	xclu- ENT.
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	eme B	reakdov	vn of H	louseha	ids		
CITIES (continued)	Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Deliars (000)	of U.S.A.	Per Capita	Per Heid,	Per C. S. U.	80-2 % Halda.		\$2,500 % Halda.		\$4,000 Halds.		\$7,000 % Halds.		\$10,000 % Helds.	%
Pratt		12.5	.0073	3.9	3.9	8.2	20,409	.0089	1,633	5,233	5,154	24.3	7.0	24.8	15.5	33.6	34.2	10.2	15.8	7.1	27.5
Pratt		8.2	.0048	3.6	2.6		13,956	.0047	1,702	5,368	5,184	22.3	6.3	24.3	15.0	35.4	35.5	11.0	16.6	7.0	26.6
Rawlins		5.2	.0030	1.5	1.5		7,099	.0023	1,365	4,733	4,877	32.5	10.4	28.8	20.1	23.9	27.3	8.3	14.2	6.5	28.0
Reno	217	80.0	.0349	19.6	20.5	37.5	91,788	.0308	1,829	4,881	4,480	25.9	8.5	28.5	20.2	33.1	38.5	8.1	14.3	4.4	18.5
△Hutchinson		37.5	.0218	12.3	13.6		62,722	.0210	1,673	5,099	4,583	23.3	7.2	37.2	18.3	35.6	39.2	8.8	14.7	5.1	20.7
Republic		10.3	.0059	3.5	3.6	2.0	13,194	.0044	1,281	3,770	3,578	42.7	17.5	29.2	26.0	10.5	28.5	5.5	12.0	3.1	16.0
Rico		14.7	.0038	4.7	4.7	4.3	23,231	.0078	1,580	4,943	4,868	25.6	7.8	24.8	16.4	35.2	38.0	8.5	13.9	5.9	23.9
Riley		28.7	.0187	7.1	14.2	19.0	47,391	.0159	1,651	8,675	3,318	39.9	14.3	19.9	15.6	26.8	34.1	8.9	17.0	4.5	19.0
Manhattan		19.0	.0111	5.1	8.9		30,464	.0103	1,603	5,973	8,421	39.9	14.4	21.3	16.9	26.1	33.5	8.4	16.3	4.3	18.9
Rooks		9.9	.0057	3.0	3.0		13,286	.0045	1,342	4,429	4.346	29.4	10.0	27.3	20.2	31.0	37.5	8.4	15.3	3.9	17.0
Rush		8.7	.0039	2.0	2.0		10,264	.0034	1.532	6,132	4,928	27.7	8.2	24.4	18.9	31.4	33.0	9.5	15.0	7.0	27.8
Russell		12.7	.9074	3.8	4.0	6.7	21,372	.0072	1,683	5,624	5,295	18.5	5.0	23.0	13.7	40.9	39.6	10.4	15.2	7.2	26.5
Russell		6.7	.0039	2.2	2.2		12,895	.0043	1,925	5,861	8,633	15.3	4.0	22.8	12.6	43.5	40.0	10.7	14.8	8.0	28.6
Saline		43.7	.0254	14.1	15.1	35.3	89,450	.0232	1,589	4,928	4,593	24.5	7.7	27.0	18.4	35.3	39.4	8.2	13.8	5.0	20.7
Salina		35.3	.0205	11.8	12.5		48,281	.0196	1,651	5,068	4,628	23.6	7.3	26.4	17.6	36.3	39.8	8.5	14.1	5.2	21.2
Scott		5.0	.0029	1.3	1.5	3.3	7,894	.0027	1,589	6,146	8,263	21.7	8.8	21.2	12.1	36.7	33.9	11.2	15.8	9.2	32.8
Sedgwick	181	321.6	.1870	105.7	110.5	290.8	549,758	.1844	1,709	5,201	4,974	20.7	6.1	25.8	18.1	38.3	39.9	9.8	15.8	8.7	22.4
▲ Wichita		244.9	.1424	81.7	88.3		440,106	.1478	1,797	5,387	4,985	19.5	5.6	34.9	15.7	39.3	40.1	10.3	15.8	6.0	22.8

SM Standard (A) and Potential (A) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

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Metropolitan Topeka Is the Home of . . .

SANTA FE RAILWAY, General Offices and Shop . . . GOODYEAR Branch Tire Plant . . . S. W. BELL TELEPHONE COMPANY, Regional Home Offices . . . BEATRICE FOODS COMPANY, Kansas Division Plant . . . du PONT, Cellophane Mfg. Plant (In Operation By Fall, 1958) . . . KANSAS POWER AND LIGHT COMPANY, Home Office . . MENNINGER FOUNDATION, Internationally known Clinic and Hospital . . and many others.

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TOPEKA Capital-Journal STAUFFER PUBLICATIONS' NEWSPAPERS

WANG LO		0	M P	PULAT	ION ES, 1/1/	'58	EF BU	FECTIVI	E NCOME	_ (M ES	TIMAT	ES, 11	167	The	"SM" estima				inal, e AGEMI	
COUNTIES	Me- tre- poli-			House-	Con-	Urban					Income		0	Inc	reme B	reakdov	vn of H	louseho	lds		
CITIES (continued)	tan Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- aands)	Net Dollars (000)	0.5.A.	Per Capita	Per Held.	Per C. S. U.	\$0-2 % Halda.	OY.	\$2,500 % Helds.	OF.	\$4,000 Halds.	%	\$7,000 Helds	%	\$10,000 Helds.	%
Seward		13.0	.0078	3.9	4.1	11.1	24,828	.0083	1,910	6,386	5,967	17.4	4.2	22.7	11.8	37.2	31.8	11.0	15.3	10.8	36.9
Liberal		11.1	.0064	3.0	3.6		21,769	.0073	1,961	7,256	5,912	12.2	2.7	20.9	10.2	41.1	32.5	13.5	16.1	12.3	38.5
Shawnee	151	128.5	.0747	41.9	45.1	115.6	214,685	.0720	1,671	5,124	4,752	21.7	6.6	26.5	17.4	38.7	39.4	9.9	16.1	5.2	20.5
▲Topeka		101.0	.0587	84.0	37.9		181,681	.0609	1,799	5,344	4,784	20.5	6.0	26.0	16.7	37.7	39.5	10.3	16.4	5.5	21.4
Sheridan		4.4	.0025	1.1	1.2		6,280	.0021	1,427	5,700	5,048	25.9	7.2	26.6	15.8	27.9	27.5	10.8	16.2	8.7	33.2
Sherman		5.9	.0035	1.8	1.9	3.8	9,741	.0032	1,851	5,412	5,003	23.1	6.6	26.1	18.2	33.9	34.5	9.8	15.1	7.1	27.6
Smlth		8.1	.0047	2.6	2.6		8,729	.0030	1,078	3,357	3,333	42.6	19.0	29.8	28.0	21.8	34.6	4.3	10.3	1.5	7.2
Stafford		8.1	.0047	2.8	2.3		10,058	.0033	1,242	4,373	4,298	32.1	11.0	26.3	19.8	29.2	35.7	8.3	18.3	4.1	18.2
Stanton		2.0	.0012	.0	.8		4,832	.0016	2,416	8,053	7,159	16.5	3.2	31.2	13.0	20.8	14.3	11.5	11.9	20.0	57.6
Stavens	10.00	4.5	.0026	1.2		2.8	8,833	.0030	1,963	7,381	8,447	10.0	2.1	23.9	11.2	39.1	29.8	13.6	15.7	13.4	41.2
Summer		26.9	.0156	8.9	8.9	9.2	37,687	.0126	1,401	4.234	4,190	32.2	11.4	28.0	21.6	29.0	36.5	7.0	13.3	3.8	17.2
Wellington		9.2	.0054	3.2	3.4		15,909	.0054	1,729	4,972	4,642	24.1	7.5	22.8	18.4	40.0	44.2	8.5	14.2	4.6	18.7
Thomas		7.1	.0041	2.2	2.4	3.6	13,235	.0045	1,864	6,016	5,447	20.2	5.2	24.8	14.1	35.5	32.8	10.0	13.8	9.5	34.3
Trego		5.4	.0032	1.5	1.5		7,300	.0024	1.354	4.873	4,805	29.7	9.2	27.2	18.2	27.0	29.5	9.5	15.7	6.6	27.4
Wabaunsee		8.8	.0039	2.2	2.3	9	7,690	.0026	1,131	3,495	3,239	42.5	19.2	31.2	30.6	21.5	34.5	3.2	7.8	1.6	7.9
Wallace		2.4	.0014	.7	.7		3,945	.0013	1,644	5,636	5,211	23.7	6.5	29.4	17.6	27.4	26.7	10.6	15.6	8.9	33.6
Washington		11.9	.0069	3.7	3.7		14,119	.0048	1,186	3,816	3,752	37.8	14.9	31.4	26.9	22.8	32.0	8.1	10.7	3.1	15.5
Wichita		2.6	.0016	.7	.7	-	4,294	.0014	1,652	6,134	5,981	36.4	8.9	20.7	11.0	18.9	18.5	9.9	13.0	14.1	50.6
Wilson		14.2	.0082	4.7	4.7	6.8	15,601	.0052	1,099	3,319	3.301	42.1	19.0	30.5	29.9	22.2	35.6	3.9	9.3	1.3	6.2
Woodson		5.9	.0034	2.0	2.0		7,010	.0024	1,188	3,505	3,418	40.3	17.4	32.8	31.1	20.2	31.0	4.7	10.9	2.0	9.6
Wyandotte	72	290.6	.1167	82.5	65.1	169.4		.1039	1,848	4,981	4,782	20.9	6.4	25.0	18.6	39.7	43.3	19.2	18.9	4.2	16.8
▲Kansas City	111	131.3	.0763	40.4	43.6	641.7	206,460	.0692	1,572	5,111	4,734	20.2	6.1	24.8	16.4	40.2	43.3	10.4	17.0	4.4	
Total Above Cities		930.3	.5400	301.9	336.8		1,552,375	.5205	1,669	5,142	4,609	24.0	7.4	28.7	17.1	36.0	89.4	9.2	15.3	8.1	20.8
State Total		2,130.0	1.2384	671.8	715.0	1,240.0	3,251,714	1.0002	1.527	4,840	4,548	28.1	9.0	28.5	18.5	31.8	28.1	8.4	14.4	5.9	22.0



THE WICH	ITA, KANS	AS \$1 BIL	LION N	AARKE	T (Ad	d 000
Source: SM-58 Survey	Spendable Income	Rotall Sales	Food	Drugs	Household	Automotive
WICHITA	\$ 549,758	\$ 419,938	\$ 84,754	\$15,988	\$24,670	\$ 96,475
Balance of R.T.Z.	456,782	366,170	79,414	11,743	17,113	92,547
Total Retail Zone	1,006,540	786,108	164,168	27,731	41,783	189,022
% of Kansas	31%	33%	31%	33%	35%	34%

The Michita Eagle

Morning or Evening
The Eagle ALONE
has 86.6 % family
in Wichita City Zone

KANSAS	(SM		ATION	1/1/88		SM	E. B. I ESTIM	ATES,	1987						LATION MATES, 1/	1/88	SH	E. B. I. ESTIM	ATES,	, 1957
METRO. AREAS	Total (thou- sands)	% af U.S.	House hold (thou A. sands	Spen- ing	d- Pop (the	L [Net Dellars (\$000)	% of U.S.A.	Per Cap- ita	Per H'se- hold	ME	ETRO. REAS	Total (thou- sands)	of U.S.A.	Hous hold (thou sands	Spend- ing	Urban Pep. (thou- sands)	Net Dollars (\$000)	% of U.S.A.	Per Cap- ita	Per H'as
△Hutchinson	60.					7.5	91,758		1,529		Wichita		321.6	.1870	105	.7 110.8	290.8	549,758	.1844	1,700	5,20
Topeka	128.	.074	17 41.	9 45	. 11	5.6	214,688	.0720	1,671	0,124	Total A	bove Areas	510.1	.2988	167	.2 176.1	443.9	856,196	.2872	1,678	5,12
	M				RET	TAIL	SAL	ES-	SM	ES	TIMA	TES, 1	957			The	"8M" sy estimates	mbels man	rk origin	al, en	kelu- ENT.
COUNTIES	tro poi ta An	- 1	Total Retail Sales \$000)	% of U.S.A.	Per Hsld. Retail Sales	Buyla Powe Inde	er Q	uality idex	Inde of Sai Produc	ies	Food (\$800)	Eating & Drink, Places (\$000)	General Mdse, (\$000)	Appr (\$0)		Furn,- House- Appl. (8000)	Auto- motive (1000)	Gas Stations (1000)	Lumber Bidg. Hdwre. (\$000)	D	Orugs 8000)
Allen			18,378	.0091	3,403	.007	9	80	9	2	4,177	779	1.14	3	770	893	4.349	2.084	2.16	2	47
Iola			12,676	.0063		.004	13	105	15	4	2,779	537	95		708	689	3,432	1,123	1,19		32
Anderson			8,120	.0041	2,707	.004	12	75	73	3	1,969	413	48	0	208	121	2,362	608	1,20	6	22
Atchison			19,991	.0100	3,124	.010	14	85	8	1	4,884	1,024	1,810	6 1	,263	1,129	4,526	1,406	1,89		832
Atchison			18,098	.0090		.007	5	99	111	8	4,746	845	1,64		,263	1,079	4,288	888	1,43	8	748
Barker			13,267	.0066	4,738	.005	2	104	13:	2	3,382	423	41	7	350	503	2,384	1,198	2,21	9	614
Barton			43,120	.0215	3,983	.021	0	104	10	6	9,085	2,258	3,90	3 2	,346	2,400	10,216	4,784	4,21	5	1,53
Great Bend			29,782	.0149		.012		121	15		6,270	1,070	3,53		,721	1,620	8,182	2,969	1,98		1,059
Bourbon			17,631	.0089	2,939			81	81		3,952	906	1,31		700	1,025	2,989	1,938	2,49		471
Fort Scott			16,152	.0081		.006	11	98	13:	1	3,481	671	1,04	8	709	1,025	3,989	1,655	2,29	6	453
Brown			12,931	.0064	2,639	.008	8	80	71	5	3,094	530	814	4	281	414	2,892	1,170	1,81	8	531
Butfor			48,037	.0240	3,874	.020	18	95	10		9,814	2,730	3,17	0 1	,449	2,088	11,878	8,617	4,58	8	1,210
El Dorado			25,395	.0127		.008		120	179		5,681	904	1,83	4 1	,238	1,325	6,922	3,016	2,26	9	779
Chase			3,396	.0017	2,426			00	6		717	224	20		153	168	623	328	50	9	134
Chautauqua	1.1		7,112	.0036	3,387	.003		81	97		1,243	280	181		55	84	1,741	955	87		261
Cherokee	**		16,120	.0080	2,121	.009		72	8		4,897	739	1,08		784	587	3,323	2,128	1,52		591
Chayenna			5,060	.0025	3,614	.002	4	88	8	,	929	403	24	4	138	81	1,844	631	84	7	170
Clark			3,443	.0018	3,130	.002	10	100	9	0	808	155	71	8	48	100	994	226	43	3	277
Clay			13,564	.0067	3,768	.008	17	89	10	8	2,518	600	86		304	257	3,372	839	2,18	7.1	231
Clay Center			11,053	.0055		.003	13	127	21	2	1,641	481	73	4	245	257	2,902	638	1,76	4	154
Cloud			17,301	.0087	3,531	.007	8	88	9	9	3,913	808	1,45	1	502	462	4,389	1,473	2,39		613
Concordia			11,203	.0056		.004	12	100	13.	3	2,348	530	1,33	2	403	348	2,915	873	1,34	0	459
Caffey			8,385	.0042	3,225	.004	11	80	8	2	1,849	471	49	2	125	- 79	1,580	1,377	1,46	9	388
Comanche			3,067	.0015		.001	16	84	7	9	749	58	24	9	22	132	695	388	55	5	162
Cowley			48,389	.0232	3,741	.020	01	91	10	6	9,086	2,000	3,95	1 1	,648	1,894	12,260	4,364	4,64	3	1,354
Arkansas City			22,944	.0115	-	.008		102	13		5,436	1,032	2,19	8	724	1,252	5,422	1,913	2,26	3	800
Winfield			19,203	.0096		.007	71	115	15	8	3,768	762	1,66	0	921	642	5,882	1,710	2,11	0	541
Crawford		1	39,128	.0195	2,795	.019	12	82	8	3	10,041	1,942	3,92	7 1	.542	3,570	7,078	3,503	4,11	7	1,445
Pittaburg			26,226	.0131		.011	10	96	11	4	6,672	1,254	3,64		,455	1,143	5,061	1,912	2,41		1,128
Decatur			5,500	.0028	2,750	.003	31	39	8	0	1,167	320	20	3	290	182	1,224	641	1,12	1	153
Dickinson	2.0		23,497	.0117	3,219			86	9	-	5,154	983	1,72		744	1,141	5,563	2,526	3,02	0	652
Abilene			13,496	.0067		.004	14	113	17	2	2,543	482	1,22	7	475	453	3,986	1,124	1,77	6	344
Daniphan			8,223	.0031	1,886	.004	13	68	4	8	2,019	330	22	0	58		436	1,109	1,10	7	186
Douglas			40,922	.0205	4,219			97	10		9,089	2,563	3,88	7 2	,281	2,113	10,113	3,117	3,94	3	1,393
Lawrence			35,635	.0178		.014		109	13		8,219	1,971	3,24	3 2	,176	1,989	9,010	2,134	3,38	5	1,253
Edwards			6,010	.0030				88	8		1,038	191	18	4	223	208	1,921	532	1,15	4	200
ER			3,582	.0017	1,885			70	5	3	893	172	170	8	118	108	919	524	37	6	125
EIII			26,273	.0132	5,053			93	11:	_	4,906	1,052	1,84		,120	1,040	8,257	2,419	3,27	8	584
Hays			20,760	.0104		.007		114	16		3,426	772	1,67		914	913	7,233	1,563	2,47		322
Ellsworth			7,839	.0039	3,015			78	71		1,822	271	140	31	229	461	1,855	840	1,22	4	307
Finney			25,876	.0128	5,971			114	181		5,391	1,257	2,410		,100	7,180	6,949	2,308	3,07		551
Garden City			24,480	.0122		.008	3	130	191	1	5,316	1,089	2,363	3 1	,100	1,136	6,653	2,217	2,95	9	556

KANSAS	Me-			RET	TAIL S	ALES-	SHI E	STIMA	TES, 1	957		The	"5M" s	ymbels me by SALES	rk eriginal MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Rotail Sales (\$000)	of U.S.A.	Per Hald, Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink, Places (\$000)	General Mdse. (\$800)	Apparel (\$000)	Furn House- Appl. (\$000)	Aute- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Ford		33,868	.0169	5,379	.0130	114	148	5,104	1,618	3,652	995	1,443	7,869	3,955	5,288	90
Dodge City		28,136	.0141		.0095	134	199	4,331	1,120	3,360	995	1,243	7,536	3,305	4,192	81
Franklin		23,217	.0116	3,518	.0101	86	98	8,082	989 463	1,954	871 871	813 611	4,841 4,841	2,128 1,238	2,998	633
Ottawa		17,950 27,453	.0090	3,867	.0064	103	145	3,778 5,915	1,035	1,857	917	1,345	8,501	2,321	2,581	73
Junction City		26,489	.0132	3,007	.0105	90	125	5,885	1,782	1,841	903	1,306	8,501	1,824	2,502	736
Gove		3,001 5,158	.0015	3,001 3,968	.0019	79 72	63 78	727 972	134 228	57 99	48 119	140 44	635 1,429	282 551	686 1,327	122 248
Grant		7,013	.0035	5,009	.0030	111	130	1,461	407	284	293	121	1,865	551	1,273	171
Gray		4,205 2,394	.0021	3,504	.0026	96	78	769 481	203 103	99 23	37	88	642 370	521 263	1,604 995	196
Greeley				-	.0011	92	100				***					
Greenwood		11,743 4,626	.0059	3,174 5,783	.0059	84 119	144	2,448	699 254	416 111	415 77	379 183	2,336	1,737	1,797	410 123
Harper		11,444		3,815	.0049	83	97	2,591	505	620	323	445	2,463	1,222	2,306	482
Harvey		29,299	.0147	3,758	.0139	95	100	5,968	1,361	2,049	912	1,378	8,338	3,012	3,079	681
Newton		23,376	.0117		.0089	109	143	4,678	1,013	1,898	621	1,306	7,938	2,282	2,105	503
Haskell		2,498 2,539	.0012	3,569 2,821	.0016	100 84	75 68	471 313	119 112	113 72	124	53	679 654	382 233	403 715	94
Jackson		10,251	.0051	3,108	.0046	78	84	2,905	483	735	225	454	2,066	1,304	1,362	192
Jefferson		9,225 4,645	.0046	2,563 1,787	.0048	74 69	71 48	1,888 1,175	368 191	218 278	50 16	1,186	1,291 782	1,151 846	2,185 938	261 153
Johnson		112,815	.0564	2,835	.0785	106	78	39,938	3,984	6,202	3,554	3,777	20,611	10,476	13,150	6,256
Kearny	72	2,307	.0011	2,563	.0017	100	85	624	49	99	3,001	29	371	227	721	98
Kingman		9,421	.0048	2,855	.0045	73	77	2,261	445	494	102	475	2,457	1,015	1,370	254
Kiowa		8,275	.0026	3,768	.0029	104	93	1,024	350	79	155	180	1,481	900	716	238
Labette		27,393	.0137	2,914	.0133	79	81	6,848	1,165	1,835	1,075	1,600	6,833	2,087	2,707	843
Parsons		18,123	.0091		.0075	90	110	4,388	653	1,579	1,022	1,109	5,105	1,433	935	643
Lane		3,138	.0015	3,487	.0019	108	83	720	144	110	16	127	1,077	257	523	91
Leavenworth		31,105 27,341	.0156	2,753	.0193	81 94	65 104	8,283 7,391	1,881	2,584 2,421	1,577 1,529	1,634	7,814 6,802	1,776	2,150 1,559	1,192
Lincoln		5,182	.0026	2,727	.0030	83	72	1,100	201	651	82	273	1,202	620	788	73
Linn		9,592	.0048	3,308	.0041	79	92	1,471	251	248	190	339	2,722	1,162	1,553	210
Logan		4,716	.0023	4,287	.0020	87	100	991	160	438	102	170	1,074	480	798	101
Emporia		31,482 27,676	.0157	4,036	.0136	95 115	110	6,490 5,914	1,912	2,468	2,252	1,222	6,239	3,738	2,951	1,319
McPherson		24,343	.0122	3,246	.0102	89	90	5.026	873	1,720	939	1,043	5,813	2,190	4,026	874
McPherson		15,358	.0077	-1-1-	.0060	113	145	3,348	336	1,225	813	705	4,373	957	2,082	622
Marion		16,182		3,236	.0073	80	89	2,880	627	729	189	533	3,987	2,155	2,677	456
Marshall		17,214	.0086	3,248	.0082	84	88	3,367	872	1,070	402	389	3,116	1,592	2,538	2,337
Meade		5,234	.0028	3,271	.0032	103	84	1,198	234	195	56	93	1,528	501	983	245
Miami		17,809	.0089	2,872	.0000	76	78	4,050	736	1,097	485	721	4,496	1,723	1,807	544
Mitchell		14,194	.0071	5,069	.0049	92	134	1,989	403	473	297	941	3,604	1,585	1,745	380
Montgomery Coffeyville		55,631 30,736	.0278	3,331	.0254	107	144	14,151 7,509	2,040 1,108	4,495 2,851	3,457 2,333	3,280 1,897	12,904 7,575	4,848 2,362	4,820 2,597	1,941
Independence		16,984	.0085		.0070	101	123	4,192	525	1,337	1,003	1,094	4,134	1,230	1,550	635
Morris		7,252	.0036	2,901	.0038	81	77	1,483	238	421	36	140	1,568	807	1,400	90
Morton		4,382 13,179	.0022	4,382 3,295	.0022	122	122 84	1,068 2,446	318 611	169 818	124 437	58 594	406 2,131	394 1,693	1,071 2,672	145 468
Neosho		19,877	.0090	3,012	.0094	80	84	4,507	575	1,783	781	962	4,408	1,837	2,332	587
Chanute		15,182	.0076		.0060	98	125	3,591	438	1,478	722	771	3,752	1,065	1,534	439
Ness Nerton		4,519 9,156	.0023	2,858	.0027	82 78	70 88	1,144	103 327	318 453	121 300	205 440	909 2,695	353 882	949 1,263	168
		12,090	.0061	2,748	.0061	79	79	2,968	840	315	190	513	2,656	997	1,979	306
Osage		5,604	.0028	2,748	.0034	76	82	1,361	356	230	179	350	1,321	635	844	146
Ottawa		5,307	.0028	2,307	.0028	68	63	1,095	216	304	59	161	1,114	516	993	163
Pawnee		9,622	.0048	3,438	.0054	81	72	2,209	565	805	359	145	2,373	995	1,536	346
Phillips		9,437	.0048	2,776 4,043	.0049	83 87	81 106	1,871 2,480	418 588	816 390	251 333	546 383	1,819 4,664	856 1,835	1,507 1,598	278 400
			-													
Pratt		20,696 19,017	.0104	5,307	.0080	110 129	142	3,761	858 774	1,629 1,629	315 315	1,279 889	5,398 5,396	2,137 1,957	2,404	436
Rawlins		4,267	.0021	2,845	.0024	80	70	900	311	178	195	73	360	681	906	148
Rene	217	69,907	.0349	3,567	.0328	94	100	14,176	3,504	9,901	3,728	3,925	18,678	4,582	6,864	2,060
AHutchinson		8,495	.0302	2,427	.0239	110	130	12,192	3,155	9,605	3,700	3,466	14,405	3,485	5,104	1,846
Republic		12,622	.0043	2,427	.0047	87	73	1,738 3,479	538 535	508 678	208	248 643	1,843 3,030	1,722	1,032	43
Riley		40,291	.0201	5,675	.0173	104	120	8,005	3,048	3,622	2,782	1,883	9,326	3,833	3,578	1,15
Manhattan		35,172	.0176		.0126	114	159	7,037	2,671	3,486	2,762	1,615	8,702		2,706	1,03

40% penetration in its 94 Kansas county coverage area

Single station market with 100,000 unduplicated families

TAKE A GOOD LOOK

AT THE CHOICE OF KANSANS

2 to 1 listenership over its nearest competitor in 11 county Topeka trade area Nielsen Coverage Study 2 to 1 lead over all out-of-state competitors in "station viewed most" both day & night

ARB 1957

CBS - RADIO TOPEKA KANS

TV.CBS.ABC

COVERAGE . PROMOTION . MERCHANDISING . RESULTS

KANSAS	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" s	ymbols ma by SALES	rk original MANAGE	MENT.
COUNTIES CITIES (continued)	tro- soli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdss. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Rooks		11,724	.0059	3,908	.0052	91	104	2,438	618	408	261	377	2,451	1,405	2,388	362
Rush	100	6,293	.0031	3,147	.0034	87	79	1,089	214	247	215	138	1,442	899	1,313	230
Russell		15,113	.0076	3,977	.0073	99	101	3,278	825	884	537	742	4,395	1,487	1,428	601
Russell		12,018	.0000		.0047	121	154	2,659	574	664	536	713	8,595	1,135	1,115	536
Saline		86,263	.0327	4,629	.0265	104	129	12,367	3,800	8,315	3,387	2,375	17,811	5,410	6,327	1,677
Salina		61,220	.0306		.0231	113	140	11,870	3,551	8,307	3,387	2,325	16,456	4,963	5,281	1,602
Scott		7,970	.0039	8,131	.8031	107	134	1,710	500	230	316	223	1,188	1,395	1,512	311
Sedgwick	161	419,938	.2096	3,973	.1926	103	112	84,754	23,132	52,381	25,995	24,670	96,475	31,344	34,865	15,988
▲ Wichita		395,890	.1978		.1616	113	139	80,553	21,270	52,053	25,940	24,296	92,414	37,940	29,067	15,423
Seward		26,967	.0135	6,915	.0097	128	178	4,984	1,173	1,937	930	1,478	7,137	2,509	3,514	817
Liberal		26,341	.0132		.0009	139	208	4,833	1,129	1,937	930	1,475	7,137	2,409	3,423	816
Shawnee	161	185,728	.0828	3,955	.0788	101	111	35,923	8,237	20,201	10,064	14,128	34,206	13,675	12,005	5,884
▲Topeka		153,818	.0768		.0652	111	131	31,403	7,159	20,083	9,848	13,944	34,076	11,122	10,173	5,659
Sheridan		3,368	.0017	3,062	.0020	80	68	496	181	101	85	139	894	208	791	81
Sherman		8,023	.0040	4,457	.0035	100	114	1,883	390	548	252	287	2,596	508	1,200	208
Smith		6,848	.0034	2,634	.0035	74	72	1,371	401	886	82	241	1,230	1,350	1,210	179
Stafferd		7,111	.0036	3,092	.0037	79	77	1,363	445	273	88	403	2,137	378	1,232	153
Stanton		1,900	.0009	3,167	.0013	108	78	258	105	78		144	245	96	200	85
Stevens		5,414	.0027	4,512	.0028	108	104	1,041	198	194	151	214	1,996	363	780	257
Sumner		27,789	.0139	3,119	.0136	87	89	6,063	1,212	1,382	711	1,604	6,731	3,119	4,130	75!
Wellington		12,098	.0060		.0056	104	111	3,038	837	867	491	442	3,196	621	1,745	342
Thomas		10,917	.0054	4,962	.0047	118	132	2,078	716	586	357	312	2,547	965	1,901	323
Trego		8,514	.0028	3,676	.0827	84	88	1,047	188	242	135	394	1,171	979	963	191
Wabaunsee		5,319	.0026	2,418	.0028	72	67	1,238	140	225	• • •	217	1,350	522	799	156
Wallace		2,225	.0011	3,179	.0013	93	79	234	89	25	20		811	367	400	55
Washington		7,170	.0036	1,038	.0048	70	82	1,648	414	241	17	269	1,270	636	2,047	163
Wichita		3,786	.0019	5,400	.0016	100	119	782	450	184	58	92	1,084	359	659	***
Wilson		12,519	.0063	2,084	.0062	76	77	3,260	518	490	408	597	3,095	1.051	1,388	425
Woodson		5,248		2,623	.0026	78	76	1,189	294	284	39	215	1,224	701	839	150
Wyandette	72	175,729	.0678	2,812	.1017	87	75	45,223	10,240	13,502	7,820	8,602	49,579	14.013	12.073	7,328
▲Kansas City	-	159,947	.0799		.0738	97	105	39,265	8,920	12,986	6,888	8,326	47,188	12,244	10,134	6,704
Total Above Cities		1,470,380	.7348		.5889	109	136	313,616	72,596	180,590	81,913	84,163	375,120	111,607	123,949	51,651
State Total		2,355,096	1.1766	3,506	1.1457	93	98	523,118	117,783	200,577	100,804	117,730	557,858	218,091	263,857	83,253
METRO, AREAS				RE	TAIL 8	ALES-	JA E	STIMA	TE8, 1	957						
△Hutchinson	217	69,907	.0349	3,567	.0328	94	100	14,178	-	9,901	3,728	3,925	16,678	4,582	6,884	2,080
Tepeka	151	185,728	.0828	3,955	.0788	101	111	35,923	8,237	20,201	10,064	14,128	34,208	13,675	12,008	5,884
Wichita	161	419,938	.2008	3,973	.1926	103	112	84,754		62,381	25,985	24,670	96,478		34,885	15,988
Total Above Areas		655,573	.3278	3,921	.3012	102	110	134,883	34,873	82,483	39,777	42,721	147,359	49,601	53,734	23,832

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.

C SM, 1958.

.0023

6.943

716 2.777

2,596 63.2 38.9 23.2 29.6 10.8 22.5

Cumberland.....

9.7

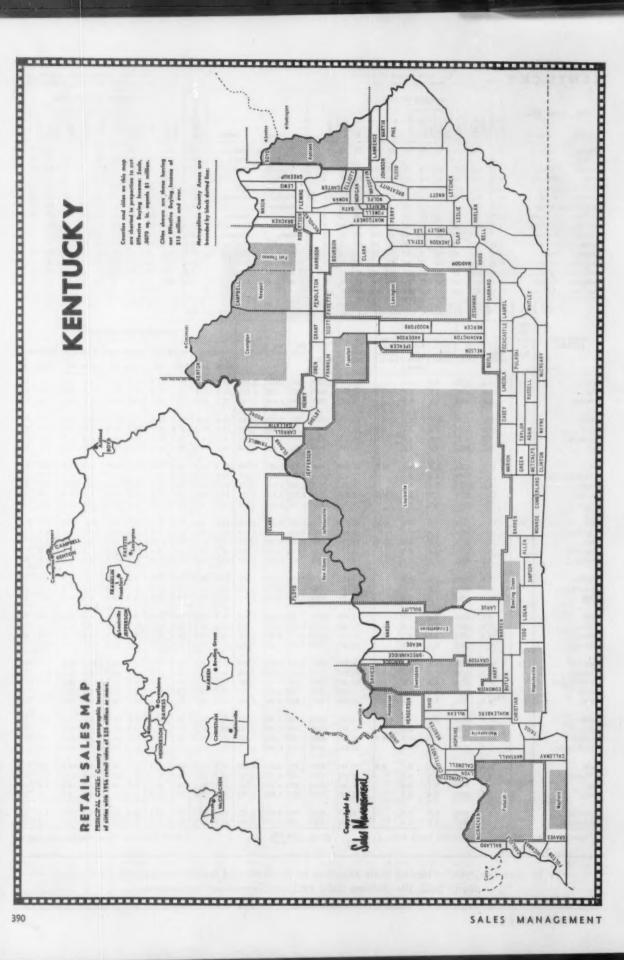
SM Standard (A) and Potential (A) Metropolitan County Areas.

2.8

10

1.8 8.7 1.0 5.3

Before using these figures read foreword, page 13.



Performance Pays Off

OWENSBORO NOW RECOGNIZED AS A METROPOLITAN MARKET

3rd Largest in the State

Fast-growing Owensboro-now recognized by Sales Management as a Metropolitan Area-moves up to follow Louisville and Lexington area in taking its place as third among Kentucky's top-choice markets.

FAST-GROWING METROPOLITAN OWENSBORO

	Populatio	Gain Over in 1950	Income	Gain Over 1950	Rotail Sales	Gain Over 1954
DAVIESS CO. OWENSBORO	70,000 46,100	22.3% 36.9%	\$95,078,000 \$71,085,000		\$76,534,000 \$69,951,000	19.9%

Owensboro's Sales Production Index-130-Higher than Louisville's

CONTINUED GROWTH INSURANCE

CONTINUED GROWTH INSURANCE
Metropolitan Owensboro is the home of the General
Electric electronic tube works. Main office of
Texas Gas Transmission Corp. . Western Kentucky
Gas Company home office . Westinghouse lamp
plant . Green River Steel Corp., a division of Jessop
Steel . Modern tanks . Vacol storm windows . .
Mur-Mill Chairs . Ten large tobacco sales warehouses . Field Packing company . Green Coal
company . Kentucky Tavern . Old Thompson .
Glanmore . Fleishman . Daviess County and Madley Bros. Bourbon whiskies.
Over 9,400 Industrial Wage Earners in the city zone
alone. alone. \$250,000 fund for industrial sites to attract new indus-tries fully realized.

All-Day or Sunday Circulation of More Than 23,000 Provides 95% Coverage of Kentucky's 3rd Metropolitan Market— AND Better than 60% Coverage of a 5-County Area with 138,400 People and \$128,884,000 Retail Sales



OWENSBORO PUBLISHING COMPANY

WOMI Mutual

Leading in 43 of 54 Daily Time Segments-Conlan, February, 1958.

OWENSBORO, KENTUCKY

KENTHOKY		0	M PO	PULAT	ION ES, 1/1/	58		FECTIVE		_ (M ES	TIMAT	ES, 1	957	The	e "SM" e estime	symb	sales	rk orig	ginal, e AGEMI	xclu- ENT.
COUNTIES	Me- tro- poli-	0- Con- Income 8:												reakdov	m of H	louunhol	ids				
COUNTIES politian (continued) Area			0f U.S.A.	heids (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	U.S.A.	Per Capita			\$0-2 % Hatds.	,499 % Inc.	\$2,500 % Helds.	-3,999 % Inc.	\$4,000 Halda.	-6,999 % Inc.	\$7,000 % Helds.	-9,999 % Inc.	\$10,00 Halds	%
Daviess	249	70.0	2.000	19.8			95,078	.0319	1,358		4,358	28.1	9.4	27.3	19.9	32.4	38.5	8.0	14.4	1	17.8
△Owensboro		46.1	1,550	13.6	200		71,085	.0238	1,542		4,501	24.6	7.8	26.4	18.2	35.1	39.3	9.0	15.3	4.9	19.4
Edmonson	0.0	6.9	.0040	1.7	1.7		4,711	.0016	683	2007/5/27	2,753	55.9	30.8	28.2	33.9	13.3	26,1	1.8	5.4	8.	3.8
Elliott	110	6.5	.0038	1.3			4,133	.0014	636		2,772	54.5	29.5	27.2	32.1	15.4	29.6	2.5	7.2	.4	1.6
Estill		12.2	.0071	3.1	3.2	2.8	10,535	.0035	864	3,398	3,260	48.2	21.3	27.8	27.9	20.8	34.2	3.6	8.9	1.6	7.7
Fayette	78	121.1	.0704	34.8	43.1	90.1	107,173	.0861	1,628	5,666	4,565	27.2	8.2	24.0	15.7	32.3	34.5	10.0	18.1	8.5	25.5
▲Lexington		64.1	.0373	18.9	26.2		109,288	.0366	1,704	5,781	4,167	29.2	9.3	24.0	16.5	31.8	35.8	9.3	15.9	5.7	22.5
Fleming		9.0	.0052	2.5	2.5		7,635	.0026	848	3,084	2,951	51.3	28.3	28.5	31.7	16.7	30.4	2.6	7.3	.9	4.3
Floyd		43.1	.0251	9.4	9.9	3.1	35,733	.0119	829	3,801	3,609	35.2	14.6	33.8	30.5	24.8	36.5	4.2	9.4	2.0	9.0
Franklin		27.5	.0159	8.2	9.4	22.9	42,715	.0144	1,553	5,289	4,535	25.0	7.9	25.3	17.3	35.2	30.4	9.7	16.3	4.8	19.1
Frankfort		22.9	.0133	7.2	8.5		39,056	.0131	1,706	5,424	4,542	23.7	7.3	25.0	16.8	36.3	39.7	10.0	16.6	8.0	19.6

SM Standard (A) and Potential (A) Metropolitan County Areas.

@ SM. 1958.

Before using these figures read foreword, page 13.

it's WAVE-TV for wisville

- BALANCED **PROGRAMMING**
- AUDIENCE RATINGS
- COVERAGE
- COSTS PER THOUSAND
- TRUSTWORTHY **OPERATION**

HBC AFFILIATE - NBC SPOT SALES, EXCLUSIVE NATIONAL REPRESENTATIVES.

WELE TV. Channel 14: the NBC affiliate in Evansville, is now owned and operated by WAVE, Inc.



You Sell This \$213,066,000 Market Through The Paducah Sun-Democrat

Here's the extreme western end of Kentucky—plus Massac County, III.—a \$213,066,000 market you can reach with one newspaper—The Paducah Sun-Democrat.

The market fans out from Paducah—with a city zone of 52,016 and 1957 retail sales (city and county) of \$74,111,000.

Your advertising in this industrial and Kentucky Lake tourist area will reach more than 25,000 families and result in sales for you.

Full R.O.P. Color Facilities

The Paducah Sun-Democrat

Owners of WPSD-TV (NBC) PADUCAH, KY.

NATL. REP. Burke, Kuipers & Mahonay

		J		PULAT		56	EF 8U	FECTIVE YING I	E NCOME	- 6	M E	BTIMA	TES, 1	967	Th	e "SM e estim	" symt	ools ma	rk ori	pinal, e AGEMI	xelu- ENT.
COUNTIES	Me- tre- poli-			House-	Con-	Urban					Income		MI	In	come B	Ireakde	wn of h	lousehs	lds		911
CITIES (continued)	tan Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	u.s.a.	Per Capita	Per Hald.	Per C. S. U.	80-2 % Halda.	% Inc.	\$2,500 % Halda	7-3,990 % ine,	\$4,000 Helds.	%,980 %, inc.	\$7,000 % Heids.	-0,999 % Inc.	\$10,000 % Halda	
Fulton		10.8	.0063	8.1	3.3	2.6	11,951	.0040	7000	3,855	3,576		17.0	2000	24.4	24.0		-	13.1	7	10.0
Gallatin		3.5	.0021	1.0	1.0		3,871	.0013	1,100	3,871	3,635	40.4	16.6	32.9	29.4	18.9	27.5	4.5	9.0	3.3	16.6
Garrard		10.5	.0061	2.9	3.1	10	11,001	.0039	1,105	4,000	3,741	38.0	14.7	29.0	25.1	26.3	37.2	5.2	11.0	2.8	12.0
Grant		9.6	.0058	2.8	2.6		8,114	.0030		3,255	3,209	43.6	20.6	30.1	30.8	22.3	37.5	3.4	8.7	.8	2.4
Graves		34.0	.0198	10.9	11.0	13.1	39,087	.0131	1,150	3,586	3,544	39.1	16.7	30.6	28.5	24.3	38.9	4.2	9.7	1.8	
Mayfield		13.1	.0076	4.1	4.9		19,218	.0065	1,467	4,687	3,850	29.9	11.0	29.8	23.8	31.2	40.7	6.3	12.4	2.8	12.1
Graysen		15.6	.0091	4.3	4.4		12,137	.0041	778	2,823	2,758	58.0	31.9	25.4	30.4	13.3	26.0	2.3	6.7	1.0	8.0
Green		10.5	.0061	3.0	3.0		8,709	.0029	829	2,903	2,816	54.9	29.8	27.1	31.6	15.2	29.1	2.0	8.7	.8	4.0
Greenup		27.6	.0160	6.9	7.3	4.3	29,425	.0000	1,066	4,284	4,000	27.9	10.4	20.0	23.4	34.4	45.3	6.8	13.6	1.9	7.3
Hanecek		4.7	.0028	1.4	1.4		4,029	.0013	857	2.878	2,823	52.9	28.4	30.6	35.7	13.6	26.1	2.1	6.0	.8	3.8
Hardin		75.0	.0436	13.8	35.9	9.5	118,238	.0397		8,588	3,290	33.3	11.2	14.6	10.8	37.4	44.8	10.8	19.6	3.9	
Elisabethtown		9.5	.0055	3.0	3.2		14,060	.0047	1,480	4,687	4,275	31.6	10.8	26.7	19.9	29.7	36.1	7.6	13.9	4.4	
Harlan		00.0	.0349	14.1	15.0	19.6	81,810	.0207	1,030	4,384	4,102	24.4	8.8	35.0	27.5	31.8	40.8	8.2	12.0	2.8	
Harlan		4.8	.0028	1.2	1.7		9,122	.0030	1,900	7,602	5,093	14.0	3.3	23.8	12.5	40.3	34.3	10.7	13.7	11.2	36.2
Harrison	-	13.5	.0078	4.2	4.2	4.8	16,183	.0054	1,199	3,853	3,793	39.2	18.6	29.9	28.0	22.4	31.7	5.4	11.5	3.1	15.2
Hart		13.5	.0079	3.8			11,275				2,910	53.1	27.7	27.8		15.8	29.3	2.2	6.2	1.1	5.3
Henderson		37.5	.0218	11.4	11.6	21.0	46,975	.0157	1,253	4,121	4,082	32.6	12.2	29.1		28.9	38.2	6.5	12.9	2.9	
Henderson		21.0	.0122	6.8	7.0		29,232	.0098	1,392	4,299	4,175	30.6	11.0	29.0	22.7	30.1	38.5	7.1	13.7	300	
Henry		9.5	.0055	2.9	2.9		9,854	.0033	1,037	3,398	3,348	43.0	19.5	29.5	28.9	21.9	35.2	4.3	10.5	1.3	5.9
Hickman		8.7	.0039	2.0	10000		886,8	.0021	906			50.1	25.3	28.5		17.5	31.3	3.0	8.1	.9	
Hopkins		40.7	.0238	12.1	12.5			.0168	2000		3,966		13.9	26.5		27.2	36.8	0.6	13.8		14.2
Madisonville	100	13.5	.0079	4.5	4.6		20,224	.0068	1,498	4,494	4,330		11.6	25.6		28.2	34.6	8.3	15.5	4.8	
Jackson		11.6	.0067	2.7	3.0		7,478	.0025	650	2,768	2,475	63.8	39.3	24.9	33.3	9.8	21.5	1.0	3.4	.8	2.5
Jefferson	34	590.5	.3434	177.6	198.0	482.0	1,044,846	.3503				18.4	5.0	22.5	13.4	39.5	38.1	12.5	18.3		25.2
▲Louisville		415.1	.2413	125.4	146.4		758,537	.2543	1,827	6,049	5,179	17.2	4.7	22.4	18.3	40.6	39.0	12.8	18.5	7.0	
Jessamine		12.4	.0072	3.6	4.5	3.5	15,790	.0083	1,273	4,386	3,470	41.6	17.0	27.3	24.4	23.2	33.7	4.9	10.7	3.0	
Johnson		20.2	.0117	4.7	4.7	3.7	15,211	.0051	753	3,238	3,176	47.9	22.9	28.2	20.1	19.3	32.7	3.2	8.2	1.4	7.1
Kenten	28	128.3	.0748	40.1	41.9	-	214,544	.0720	10000	0.1000	5,108	17.0	5.2	23.7	15.0	41.6	43.0	11.0	18.6	4.0	
Covington		70.0	.0407	22.0	23.7		115,907	.0389			4,890	17.7	5.8	24.7	16.1	43.0	44.7	11.5	18.5	4.1	
Knett	65	15.5	.0090	3.1	3.1		8,922	.0029	576	2,878	2,793	53.1	28.8	30.4	36.0	14.2	27.3	1.6	4.6	.7	3.3
Knex		25.5	.0148	6.1	6,2	3.8	18,870	.0064	740	3,093	3,033	51.5	28.7	28.6	28.9	18.0	31.9	2.7	7.3	1.2	8.2
Larue		10.2	.0000	2.7	3.1		10,141	.0034	994	3,786	3,206	44.8	20.5	28.7	28.6	21.6	35.1	3.3	8.1	1.6	7.7
Laurel		25.2	.0146	6.2	6.2	3.5	19,229	.0064	763		3,091	51.1	25.1	27.3	29.2	17.0	29.6	3.1	8.1	1.8	
Lawrence		12.3	.0072	3.1	3.1		9,053	.0031	736	2,920	2,887	58.3	29.6	23.3	26.7	18.8	30.7	3.0	8.5	.0	4.5
Loo		7.6	.0044	1.8	2.0		5,462	.0018	719		2,715	56.3	31.3	27.9	33.7	13.5	26.6	1.8	4.5	.8	
Leelle		14.8	.0087	2.9	3.1		10,287	.0034			3,244	47.4	21.8	30.1	30.0	17.0	27.7	8.1	7.6	2.4	
Lotcher		29.8	.0172	6.8	8.9	5.3	24,231	.0082	819	3,671	3,482	38.1	18.4	34.5	32.4	21.1	32,2	4.3	9.9	2.0	9.1
Lowis		12.0	.0069	2.8	3.3		0,889	.0033	824	3,532		47.5	23.5	28.2		18.7	34.6	3.0	8.1		
Lincoln	5 0	16.7	.0088	4.4	4.6		14,115	.0047	845	3,208	3,051	49.9	24.6	27.9	30.2	17.8	30.8	3.4	8.8	1.2	
Livingston		8.4	.0037	1.8	1.8	8	9,082	.0017	794	2,823	2,806	87.8	31.2	27.3	32.2	11.8	22.8	1.7	4.8	1.8	9.6
Logan		20.9	.0121	8.7	5.7	4.2		.0080				48.1	23.5	30.4		17.4	30.1	2.7	7.2	1.4	
Lyon		6.8	.0038	1.0	1.6		4,945	.0017	761	3,091	3,047	49.8	24.8	28.2		17.3	30.8	2.4	6.8	1.8	8.6
McCraeken	280	89.1	.0402	22.0	23.3	47.8		.0333	2000			30.6	10.7	28.0		30.0	37.1	7.6	14.0	3.9	17.6
△Padweah		47.5	.0276	15.4	17.0		73,029	.0345		4,742	4,277	29.4	10.0	27.6	30.4	31.0	37.5	7.0	14.5	4.1	

1 Corbin is in Knox and Whitley counties. SM Standard (A) and Potential (A) Metropolitan County Areas. Before using these figures read foreword, page 13. C SM, 1958.

CET ENTENSIVE COVERAGE OF LOUISVILLE...

KENTUCKIANA

NEWSPAPER COMBINATION WITH ONE DAILY

The Courier-Lourna Metropolitan Louisville (Jefferson Co., Ky., Clark & Floyd Counties, Ind.) Retail Trading Zone (Including Metropolitan Louisville) 14% or less-60 Counties 58 %-15 % -- 74 Counties COVERAGE

Sell LOUISVILLE and KENTUCKIANA for all it's worth!

PERIOD ENDING SEPTEMBER 20, 1957)

COUNTIES CITIES (continued) MeCreary McLean Madleon Richmond Magoffin Marion	Me- tro- poli- tan Aroa	Total (thou- eands)	% of U.S.A.	House- helds (thou-	Con- sumer	Urban								Inc	orne B	reakdow	m of M	lousobol	lds		
McCreary		(thou- sands)	U.S.A.		Magnet				_	_	Income				ome a						
Madleon. Richmond Mageffin. Marion		0.10		sands)	Spend- ing Units (thous.)	Pap. (thou- aands)	Not Dollars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Haida.	%	\$2,500 Halda.	9%	\$4,000 % Heids.	%	\$7,000 % Haids.	%	\$10,000 % Halds.	%
Richmond		0.0	.0077	2.8	2.0		8,800 8,137	.0830		3,034 3,288	2,998 3,158	51.0 48.4	25.8 23.2	28.3 29.0	31.2 30.1	16.9 17.4	30.4 29.7	2,7	7.4	1.1	8.2
Magoffin		32.9 12.5	.0192	9.1	11.6	18.4	40,325	.0135		4,431	3,460	42.3				22.0	31.9	5.0	11.1	3.2	16.2
Marion		10.0	.0078	2.1	5.3 2.2		19,541	.0065			3,628	39.8	14.5		19.5	24.2	31.4	6.6	12.9		21.7
Warshall		16.0	.0093	3.8		4.4	5,837 18,832	.0020	977			89.3 42.3	17.4	26.4	33.8 23.8	13.0	26.9 33.9	5.3	11.7	2.8	13.2
		18.4	.0107	8.6	5.6		18,827	.0063	1,023	3,362	3,354	43.4	10.7	20.0	90 E	91 8	24 5		0.0	4.0	7 1
Martin		9.1	.0083	1.8	1.8		8,280		878			49.5	28.2	29.9	29.5		34.5	3.7	9.0	1.5	7.3
Mason		19.0	.0110	8.8	6.0	1	23,298				3,840	35.2	13.4	31.8	38.7	17.1	32.1	1.3	3.8	.3	1.3
Mayaville		9.0		3.0			13,178					32.3		27.6	23.0 21.6	28.8	38.7 38.0	6.8	12.4	3.5	12.
Meade		11.0	.0084	2.0	3.1		11,137	.0037	1,012	8,589	2 520	20.0	** *	00.0	00 F	-	44 0		40.0		40
Menifes		3.3		.7	.7		2,105	.0007	638		3,530 2,788	29.8		28.9	23.5	31.7	41.6	7.0	13.8	2.6	10.
Mercer		18.1	.0088			5.0	18,647	.0053		~ * * * * * * * * * * * * * * * * * * *		88.0 40.0	17.0	25.8 29.6	30.7 27.3	13.0	25.3 36.5	4.2	9.6	1.1	9.
Metcalfe,		8.4		2.2			8,283	.0021	748	1	2,569		36.5		32.0	11.2	23.5	1.4	4.5	.7	3.
Montgomery		11.8 12.1	.0067	3.0 2.8			8,200 13,851	.0027	715		2,589 3,789	35.5	36.0 12.6	24.8	31.8	11.6	24.2	6.7	4.3	.7 4.6	20.
Morgan		10.9	.0063	2.8	2.6		7,411	.0028	680	2,850	2,756	57.6	31.7	28.0		13.2	25.7	2.3	8.8	.0	4.7
Muhlenberg		28.1	.0163	7.8	7.7		23,977	.0080	853			48.7	23.9	28.0	29.9	19.1	33.4	3.2	8.4	1.0	4.4
Nelson		20.0	.0117	4.9			21,040			4,294			15.6	27.9	24.1	24.0	33.9	5.8	12.3	3.0	14.1
Nicholas		6.3	.0038	2.0	2.0		8,715	.0022	1.008	3,358	3,280	48.4	21.4	28.2	28.4	19.5	31.9	4.2	10.3	1.7	8.
Ohio Oldham		16.7 13.0	.0097	4.7	5.0		14,653 13,511		877		2,898	53.4	27.7	26.7	30.1	16.3	30.2	2.6	7.4	1.0	4.
Owen		8.7													23.4		38.1	6.8	13.4	3.1	13.
Owaley		6.2		1.4		1	9,248			3,557	3,482	40.3	17.8	29.9	28.3		37.3	4.2	9.9	1.5	6.
Pendleten		9.8		2.9		1	3,778 10,878		1,144	2,899 3,748		83.8 36.5	39.4 15.5	31.3	32.0 28.0	10.5	23.1 39.5	1.1	3.6 10.2	1.4	5.1
Perry		38.1		8.3			30,773					34.7	14.4	34.7	31.4	24.5	36.2	4.2	9.3	1.9	8.
Hasard		7.2		1.7		1	9,699	1			4,486	21.9	6.6	26.3	17.3	36.9	39.8	9.5	15.5	5.4	20.
Pike		09.5	1				59,242	1	882		1	34.8	14.3	33.7	30.2	25.2	36.9	4.4	9.8	1.9	8.
Pikeville		5.8				1	9,664					25.1	7.0	21.7	13.1	33.7	33.4	11.4	17.1	8.1	29.
Powell		6.3					4,470			2,980	2,844	57.2	30.4	26.0	30.2	12.7	23.9	2.6	7.4	1.5	8.
Pulnokl		32.6					27,077	.0090		1		50.1	24.7	27.8	29.9	10000	31.1	3.2	8.4	1.2	5.
Someraet		8.0				1	10,018	1				37.6	14.7	27.7	23.4	25.5	35.4	6.4	13.4	2.8	13.
Robertson		11.5		2.7			2,074 8,188			4,148 3,038		42.6 54.0	18.0 28.2	31.2	30.3	20.8	33.0 27.8	3.4	8.2 5.7	1.3	8.
Rowan	1	10.3	.0060	2.5	2.9	2.6	9,271	.0031	900	3,708	3,105	48.3	21.0	28.8	29.6	20.2	33.9	3.4	8.7	1.3	5.1
Russell		10.6	.0062	2.6	2.6		7,195	.0024	679	2,767	2,897	56.8	32.0	27.4	33.4		27.7	1.5	4.7	.5	2.
Scott		13.7	.0079	3.9	4.8	5.1	17,319	.0058	1,264	4,441	3,551	40.8	16.2	26.8	23.3	24.1	34.2	5.3	11.4	3.2	14.
Shelby	-	18.5	.0108	5.3	5.4	4.6	22,147	.0074	1,197	4,179	4,073	34.3	12.7	29.1	23.3	27.2	35.7	5.8	11.5	3.8	16.
Shelbyville		4.6					6,471	.0022			1	36.7	13.3	37.9	22.0	24.8	31.9	6.1	11.8	4.5	21.
Simpson		9.6	1			1	9,636	1		3,442		48.7	22.8	28.6	20.2	17.0	28.3	3.7	9.4	2.0	10.
Spencer		5.8		1.5	1.7		0,289			4,173	3,552	43.7	17.8	28,0	24.8	19.2	27.8	5.6	12.3	3.5	17.
Taylor,		14.9	1	4.1	1 - 3	1	14,076	1	1	3,433			22.2		28,2	18.9	31.2	3.7	9.1	1.9	9.
Todd		11.5 8.8				9	10,036 7,489			3,041		56.8	28.5	28.8	31.4	18.1	28.7	3.1	9.3	1.2	6.
Trimble		4.9	.0028	1.4	1.4		5,169			3,692			18.7		28.5		32.8	3.7	8.6		13.
Union		14.9					17,687			4,307			14.4		21.0		33.5	6.2	12.5		18.
Warren		43.7					80,963		1,166				18.9		23.5		32.4	4.7	10.7		14.
Bowling Green		27.1					38,810		1,432				17.4		21.2		33.9	5.5	11.9	3.3	
Washington		11.2	.0065	2.0	2.9		9,550	.0032	853	3,295	3,214	45.0	21.2	30.4	31.1	20.1	33.5	3.2	8.2	1.3	6.
Wayne		14.7	.0085	3.5	3.6	2.7	10,058	.0034	884	2,874	2,793	56.2	30.5	27.8	32.8	12.7	24.5	2.2	6.3	1.1	5.
Webster		14.4					14,810		1,028				23.3	26.3		18.6		3.3	8.3	2.0	
Whitley		28.1		1			22,179 12,147			3,412 4,049			21.8		27.6	21.2	35.2 40.9	3.5	8.8	1.4	8.
Wolfe		8.8				1 1	4,321			2,881			32.6		32.2		26.6	2.1	6.5	.8	
Woodford		10.7	1						1,256				11.2		23.3	27.5		6.9	13.2	3.9	
Total Above Cities		970.2	.5641	293.9	343.8		1,618,235	.5426	1,668	5,506	4,707	23.3	7.0	24.2	15.8	36.5	38.9	10.5	16.9	5.5	21.

1 Corbin Is in Knox and Whitley counties. SM Standard (A) and Potential (A) Metropolitan County Areas. Before using these figures read foreword, page 13.

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OWENSBORO-Kentucky's 3rd Metropolitan Market

Kentucky's newest metropolitan market is third in size and third in family buying power.

DAVIESS CO.

KENTUCKY

70,000 46,100

POPULATION ESTIMATES, 1/1/58

\$95,078,000 \$71,085,000 \$4,802 \$5,227 66% of the area's population and 75% of the income are concentrated in Owensboro, where family income is \$710 above the state average. The area family income tops the state by \$283.

POPULATION ESTIMATES, 1/1/58

SELL KENTUCKY'S 3RD MARKET WITH THE

Messenger INQUIRER

OWENSBORO PUBLISHING COMPANY

All-Day or Sunday Circulation of More Than 23,000 WOMI

E. B. I. ESTIMATES, 1957

Leading in 43 of 54 Daily Time Segments— Conlan, February, 1958. OWENSBORO, KENTUCKY

25% Coverage of the Entire Metropolitan Market

> E. B. I. ESTIMATES, 1967

KENTUCKT				1 4			_	-		11		-	-	-	Con-			. 1	-
METRO. AREAS	Total (thou- sands)	of U.S.A.	House- hold (thou- sands)	Cen- sumer Spend ing Units (thous.	Pop. (thou sands	Net Dollars	% U.S.A	Per Cap- ita	Per H'se- hold		TRO. REAS	Total (thou- sands)	of U.S.A.	House hold (thou- sands)	Spend- ing	Urban Pop. (thou- sands)	Net Dollars (3000)	of C	Per Per H'se hold
Huntington- Ashland	285.7	.1545	73.1					1,442		△Padu	sboro	70.0 69.1	.0407	10.		46.1 47.5	95,078 99,435		358 4,802 439 4,520
Lexington	700.6	.0704	210.1		-1	1.1 1,211,38					ove Areas	1,226.5	.7132	361.	402.3	904.9	1,986,199	.8860 1,	619 5,497
	1	1			RET	TAIL SAI	ES-	SH	DE	STIMA	TES, 1	957					ymbols may		
	Me-	To	ital		Per				1		Eating &		1		Furn	.		Lumber-	
CITIES	tan Area	Sa	tail ies 100)	of U.S.A.	Hald. Retail Sales		Quality Index	of Sa Produ	les	Food (\$000)	Drink, Places (\$000)	General Mdse. (\$000)	Appt (80)	aref	Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (8000)	Drugs (\$000)
Adair			8,152	.0041	2,329	.0044	56	5	3	1,801	173	94	4	384	385	1,967	685	597	277
Allen		1	1,031	.0055	3,244	.0046	69		2	2,050	416	1,02		555	323	3,416	618	1,702	257
Anderson			5,258	.0028	2,191	.0034	68	8	2	1,409	278	51	9	129	133	1,377	350	323	108
Ballard			6,510	.0032	1,588	.0045	58	4	1	2,271	121	35	8	50	399	891	684	713	162
Barren			4,010	.0120	2,858	.0119	71	7		5,165	789	2,57		,279	736	5,966	2,442	3,095	818
Glasgow			7,883	.0089		.0056	119	18		3,686	431	1,69		,187	606	4,959	1,562	2,431	652
Bath		1	4,257	.0022	1,703	.0031	56	4	0	1,840	83	42	9	122	237	562	378	258	116
Bell		1 2	3,165	.0115	2,632	.0131	60	. 5	3	6,480	1,498	2,84	8 1	,108	1,718	4,671	1,787	1,050	873
Middleborough		1	5,10	.0076		.0000	81	10	3	3,493	1,019	2,23	9	673	1,408	3,312	901	000	561
Boone		1	11,771	.0059	2,140	.0080	71	5	2	3,233	1,080	75	10		243	2,240	1,323	1,733	233
Bourbon		1	16,430	.0082	3,353	.0081	82	8	3	4,901	719	1,68	17	463	849	2,578	1,399	2,458	417
Paris		1	14,731	.0074		.0055	117	15	7	4,288	670	1,04	14	423	604	2,385	1,141	2,172	353
Boyd	85	1	80,205	.0301	3,884	.0291	88		11	15,995	1,974	9,16	10 3	3,879	3,881	13,245	3,644	2,871	1,810
▲Ashland		1	53,736	.0268		.0211	107	18		13,691	1,610	8,39		3,804	8,642	13,305	3,200	2,553	1,58
Boyle	4.1		18,952	.0095	3,446	.0095	77		7	4,179	675	2,42		1,308	398	4,689	1,593	2,374	56
Danville			17,050	.0085		.0063	107	14		3,563	517	2,33		1,239	334	4,669	1,314	1,999	42:
Bracken	4.0		5,475	.0027	2,489	.0030	70		13	1,405	239	88	15	49	28	1,185	184	1,622	8
Breathitt			6,682	.0033	1,909	.0046	45	3	12	2.012	210	1,25	97	93	301	1,355	676	477	10
Breckinridge			6.039	.0031	1.589	.0046	59		10	1,643	197	1,20	88	***	90	738		782	.8
Bullitt			9,252	.0046		.0059	68	. 1	13	3,158	282	64	80	58	71	1,665	1,169	1,206	33
Butler			2,455	.0012	1,118	.0025	47		23	834	21	58	82	49	86	109	321	300	0
Caldwell		1	11,100	.0056		.0053	79	1	14	2,954	277	1,18	53	354	386	2,361		1,259	37
Calloway			20,973	.0104	3,616	.0000	80	1	12	4,302	708	1,72	26	554	864	6,836	1,668	2,138	63
Murray			17,274	.0086		.0063	107	1	16	3,270	664	1,23	30	554	558	6,012	1,332	1,726	49
Campbell	29		78,086	.0390	2,799	.0456	87		74	24,432	11,551	5,01	02	2,825	3,644	15,002	4,601	3,037	3,01
Newport		1	52,284	.0261		.0204	106	13	36	14,292	5,875	3,5	37	2,622	2,765	13,650		2,228	
Fort Thomas			5,720	.0029		.0066	85	1	37	3,165	437		13	***	356	130	575	141	
Carlisle			6,514	.0033			71		14	1,365				85	***	2,259	395	1,512	10
Carroll			7,847	.0039	2,908	.0041	77		74	2,368	736	41	89	344	306	1,288	817	602	17
Carter			10,995	.0055			87		47	3,134				705	989	2,358	746	807	30
Casey			5,833	.0029			49		33	1,493			32	***	237	1,839		630	
Christian			45,589	.0228			74		57	9,548				2,984	2,198	9,383		4,488	1
Hopkinsville			36,096	.0180		.0119	108	1	64	7,763	2,849	3,5	48	2,814	1,991	7,901	2,803	4,260	61
Clark			17,323	.0087			80	1	81	4,463		1		1,142	959	3,221	1,319	1,627	61
Winchester			16,075	.0080		.0050	105		43	4,178		1		1,142	959	2,742		1,62	61
Clay			8,201	.0041			50		39	1,461	291	1,00		445	455	1,716		3.90	
Clinton		1	3,790	.0019	1,900	.0028	51	1	39	852	96	6.	56	***	208	520	518	640	11

LEXINGTON, KY.



World's largest horse-sales center.

World's largest loose-leaf tobacco market.

Manufacturing center for nationally distributed products. New IBM plant. Kentucky's largest educational center. New Medical School under construction.

Richest livestock and general farming region in South.

Second largest retail and wholesale center in Kentucky.

Site of government hospitals and offices with multimillion dollar payrolls.

LEXINGTON HERALD-LEADER

Lexington Herald (Morning) Sunday Herald-Leader

Represented by KATZ AGENCY Lexington Leader (Evening)

KENTUCKY	Mo-			RET	TAIL S	ALES-	SH	STIMA		957		The	"SM" a	ymbels ma by SALES	rk original MANAGE	MENT.
COUNTIES CITIES (continued)	tre- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Feed (\$000)	Eating & Drink. Places (\$000)	General Midse. (\$000)	Apparel (\$000)	Furn,- Heuse- Appl. (8000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Crittenden		5,864	.0029	2,188	.0034	61	52	1,450	261	609	184	307	1,103	827	703	183
Cumberland		3,791	.0019	1,516	.0029	81	33	846	69	605	227	164	953	100	401	128
Daviess	249	78,534	.0382	3,865	.0355	87	94	19,753	5,338	12,169	4,251	3,630	13,724	6,356	4,700	2,364
△Owensboro		69,951	.0349		.0277	103	130	16,283	4,565	11,497	4,251	3,492	13,724	6,005	4,485	2,230
Edmonson		3.048	.0015	1,793	.0021	53	38	475	36	527		87	578	596	162	56
Elliott		1,404	.0007	1,000	.0017	45	18	503	49	473		79	134	118		
Estill		6,063		1,976	1008	56	44	2,107	180	816	203	178	1,440	371	512	172
Fayette	78	150,934	.0754	4,337	.0697	99	167	29,778	8,524	24,379	13,571	7,795	24,956	10.889	11,315	5,671
▲Lexington		138,214	1	1,00	.0465	125	185	23,956	7,151	24,016	13,540	6,843	24,629	9,058	10,817	5,276
Fleming		7,395		2,958	.0035	87	71	1,515	188	517	208	316	2,701	558	441	184
Floyd		16,241		1,728	.0134	53	32	3,968	505	2,971	588	818	3,665	1,622	1,220	362
Essabile		30.267	.0161	3,691	.0140	94	95	8,014	1.388	2.099	1.814	4 779	8,395	2,656	3,532	1.047
Franklin		28,025		0,001	.0134	101	105	7,675	1,127	1,654	1,814	1,772	5,073	2,469	3,393	1,047
		13,032		4,204	.0052	83	103	4,118	597	1,102		485	2,658	1,172	982	391
Fulton		8,487			.0019	50	120	1,023	429			219	2,348		467	108
Garrard		6,286			.0041	67	52	1,398		662		177	1,933		898	160
Grant		7,193			.0037	67	65	1,713		555	185	247	2,470		563	166
Graves		27,083				73	68	6,549				1,014	5,406		3,249	748
Mayfield		22,804	.0114		.0082	108	150	5,147	767	3,696	1,673	948	4,823	1,235	2,604	748
Grayson		10,961	.0055	2,549	.0066	62	60	2,182	172	1,638	542	444	2,006	1,068	1,771	368
Green		6,342	.0031	2,114	.0036	50	51	1,888	203	1,226	85	74	1,363	496	439	122
Greenup		8,466	.0043	1,227	.0094	59	27	3,515	274	1,053	72	456	883	770	673	343
Haneock		2,284	.0011	1,631	.0015	54	39	939	60	191	39	90	642	244	38	
Hardin		46,984	.0235	3,403	.0357	82	54	9,953	1,835	3,894	917	1,993	16,410	5,941	2,875	1,070
Elizabethtown		26,662	.0133		.0074	135	242	5,401	813	2,324	874	1,040	10,446	1,759	1,650	721
Harlan		30,641	.0153	2,173	.0219	63	44	8,634	977	6,153	1,577	1,843	7,286	1,752	884	707
Harlan		15,041	.0075		.0043	154	268	3,679	489	1,684	913	638	6,006	289	406	453
Harrison		13,210	.0088	3,145	.0062	79	85	2,983	950	922	584	581	3,469	939	1,194	320
Hart		7,438			.0046	58	47	1,974	297			199	1,139			290
Flanderson		38,804			.0177	81	84	8,816				1,750	6,900			702
Headerson		32,035			.0121	99	131	7,227				1,501	6,900			702
Maney		7,323	.0036	2,525	.0038	69	65	1,773	333	1,119	223	213	920	621	1,156	341
Hickman		4,971			.0026	67	64	1,616				46	1.095	1		91
Hopkins		30,811				75	65	8,811		1	757	1,527	7,542	1		521
Madisonville		21,713	1		.0082	104	137	5,582				1,345	6,024			431
testere		2.000	0000	1 400	0024	46	30		-							
Jackson		3,940					1	784					844			87
Jefferson	. 84	710,459	1	4,000		102	103	60,419								30,560
▲Louisville	1	624,027		0 800	.2689	111	129	37,174				32,570	132,899			27,318
Jessamine		9,072	.0045	2,520	.0055	76	63	2,228	454	082	138	181	2,051	1,079	989	220
Johnson		11,576				56	50	3,033				452	2,863			170
Kenten	. 29	118,140				92	79	37,270					19,600			4,30
Covington		87,461			.0407	100	107	26,295					16,903			3,28
Knott		2,312	.0012	746	.0036	40	13	880	76	536	35	61	211	408	78	**
Knex	1	8,982	.0045	1,472	.0076	51	30	2,592	271	1,141	440	451	1,528	1,522	622	10
Larue		5,925	.0029	2,194	.0037	82	48	1,384	163	495	192	338	1,344	500	719	183
Laurel	1	14,821				87	50	3,882								

1 Corbin is in Knox and Whitley counties. SM Standard (A) and Potential (A) Metropolitan County Areas. Before using these figures read foreword, page 13. © SM, 1958.

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ONE GREAT STATION
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Serving and selling Kentucky and Southern Indiana



Go where there's growth... Go WHAS RADIO

50,000 Watts A-1 Clear Channel

Victor A. Sholis, Director

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KENTUCKY	Me-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957		sive	estimates	by SALES	rk original MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (3000)	% uf u.s.a.	Per Hsld. Retail Sales	Buying Power Index	Quality	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (8000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$800)	Drugs (\$000)
Lawrence		5,878	.0029	1,896	.0039	84	40	811	170	968	123	263	1,593	648	944	16
Lee		4,052	.0020	2,251	.0024	55	45	850	86	504	50	43	1,761	324	231	11
Leslie		2,365	.0012	816	.0038	84	14	742	78	674	38	***	120	541	91	
Letcher		12,170	.0061	1,844	.0093	54	35	3,396	347	2,614	613	562	2,371	1,313	336	21
Lewis		5.759	.0029	2,057	.0039	57	42	1,484	202	551	327	414	1,748	42	540	12
Lincoln		8,876	.0044	2,017	.0057	58	45	2,078	230	1,181	197	175	2,444	985	710	14
(f. familia)		0.000		* 000	0000		44	0.04	100	201	-	00	200	074	200	
Livingston		2,985 15,847	.0015	1,658	.0020	54 64	41 65	951 4,022	126 378	381 1,011	777	977	389 3,116	271 1,995	305 1,959	47
Lyon		2,818	.0014	1,761	.0020	53	37	780	77	282	156		552	470	268	13
				100					11111							
McCracken	250	74,111	10371	3,369	.0359	89	92	18,414	5,764	9,376	4,231	3,058	15,364	6,253	2,883	3,00
△Paducah		65,849 5,788	.0329	1,996	.0276	100	119 38	14,077	4,921 132	9,155 896	4,231	2,993 157	14,610	4,904 406	2,818 133	3,04
McCreary		5,442	.0029	2,177	.0032	58	49	1,101	112	960	68	165	2,376 1,080	725	740	13
						-			-			100	1,000			
Madison		26,101	.0130	2,868		76	88	5,284	1,228	2,815	1,207	1,074	5,488	2,629	1,937	2,34
Richmond		18,340	.0092		.0075	103	126	4,017	894	1,899	1,012	815	2,860	1,518	1,500	2,24
Magoffin		1,965	.0010	945 2,986	.0025	43 66	17 61	96 2,767	80 554	952 1,134	105 248	77 482	2,203	287 536	159 1,381	210
Marion		11,047	.0007	2,000	,0001	00	01	2,101	001	1,104	240	402	4,200	930	1,001	2.11
Marshall		16,211	.0081	2,895	.0078	73	76	4,901	838	1,012	132	1,239	4,786	1,547	1,205	26
Martin		1,877	.0009	1,043	.0022	42	17	348	58	455	***	204	446	254	***	5:
Mason		18,687	.0093	3,398	.0089	81	85	4,527	1,681	2,956	1,232	862	3,559	781	843	63
Maysville		17,155	.0086		.0059	113	165	4,116	1,494	2,783	1,231	770	3,389	598	661	63
Meade		10,688	.0054	5,344	.0047	73	84	1,633	924	1,563	32	37	3,032	906	1,452	93
Manifee		606	.0003	886	.0009	47	16	167	20	210		53	121	35		
Mercer		11,528	.0057	2,681	.0061	00	65	2,751	350	992	470	808	2,947	1,023	1,413	39
NA									-		-	-	-	400	404	
Metcalfe		2,877 9,174	.0015	1,308	.0025	51 60	31 69	613 1,332	33 853	1,617	87 477	64 79	1,992	130 890	431 953	300
Montgomery		14,878	.0074	5,721	.0060	85	104	3,084	1,107	1,347	729	634	3,517	1,125	1,675	46
		**,0.0		4,				-,	.,	.,	1		-	.,		
Morgan		6,071	,0030	2,335	.0034	.54	48	1,487	165	683	117	173	2,984	127	189	8
Muhlenberg		18,125	.0001	2,385	.0100	61	56	5,357	492	2,545	626	859	4,319	1,569	1,307	410
Nefson		14,847	.0074	3,030	.0081	69	63	3,218	689	1,863	361	508	3,517	1,152	1,930	32
Nicholas		3,604	.0018	1,802	.0024	67	50	1,206	137	239	62	227	627	287	363	157
Ohio		8,020	.0040	1,706	.0056	58	41	3,150	147	612	230	68	1,560	753	915	35
Oldham		7,700	.0039	2,570	.0050	66	51	1,968	247	349	135	177	2,924	574	744	18
Comm		4 207	0000	1 001	0022		42	1,107	154	678	157	144	1 044	200	472	20
OwenOwsley		1,070	.0022	1,691 764	.0032	63 42	43 14	489	50	187	95	144	1,044	208 124	473	201
Pendleton		6,093	.0030	2,101	.0038	69	55	1,718	284	630	158	99	1,138	528	659	213
Perry		19,223	.0096	2,316		57	43	4,958	1,049	4,179	894	653	4,235	1,098	482	42
Hazard		11,658	.0058	1 700	.0042	100 55	138	3,007	1,051	970	886	652	3,521	608	483	40
Pikeville		27,032 14,463	.0135	1,722	.0221	132	33 212	7,630 2,929	515	4,420 1,680	1,433	1,332	6,244 5,326	2,484 451	1,219 615	40
Powell		1,746	.0009	1,164		47	26	235	200	629		93	94	321	28	71
															-	
Pulaski		19,727	.0090	2,294	.0113	59	52	4,856	1,045	2,221	1,392	1,873	3,712	2,215	1,128	69
Somerset		15,138 490	.0076	980	.0049	107 55	165	3,627 263	702	1,655 57	1,361	1,449	3,078	1,273 124	890 30	625
Robertson		4,291		1,589	.0034	51	33	1,028	226	820	150	45	226	994	341	131
Rowan		9,417	.0047	3,767	.0042	70	78	1,863	488	1,123	371	748	2,704	825	987	28
Bussell		4,250	.0021	1,635	.0030	48	34	1,251	111	506	156	236	687	636	328	200
Scott		10,232	.0051	2,624	.0000	76	65	3,345	550	513	330	529	2,085	854	774	36
Shelby		16,662		3,144		78	77	3,224	721	1,342	499	935	4,781	1,223	1,942	15
Shelbyville		14,169	.0071	3,699	.0038	141 78	263 95	2,666 1,921	644 408	1,046 424	498 1,218	810 117	4,547 2,196	883 822	1,241	13
Spencer		3,655		2,437	.0023	68	53	734	104	269	302	273	1,267	163		44
Taylor,		10,946	.0055	2,670	.0057	66	63	2,590	335	834	732	759	2,148		1,738	25
Todd,		7,278	.0038	2,205	.0041	62	55	1,887	298	867	102	437	906	642		31
Tring		5,018	.0025	2,281	.0031	60	48	1,327	171	414	09	234	1,323	530	482	19
Trimble		2,373	.0012	1,695	.0017	61	43	532	161	178		148		507	514	16
Union	- 6	13,741	.0009	3,351		78	79	3,480	896	909	343	793	3,055			

SM Standard (A) and Potential (A) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

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3rd in the State in Retail Sales

\$76,534,000

20% Gain Since 1954

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\$3,865

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Leading in 43 of 54 Daily Time Segments— Conlan, February, 1958. OWENSBORO, KENTUCKY

95% Coverage of the Entire Metropolitan Market

KENTUCKY	Me-			RET	AIL S	ALES-	SHO E	STIMA	TES, 1	957		The	"SM" sy	mbols mar	rk original, MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Tetai Retail Sales (\$000)	of U.S.A.	Per Haid. Retail Sales	Buying Power Index	Quality index	index of Sales Production	Foad (8000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (8000)	Auto- metive (\$060)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (8000)	Druge (\$000)
Warren		41,896	.0200	3,223	.0199	78	82	9,235	2,488	3,784	2,705	1,720	8,541	4,012	3,784	1,42
Bowling Green		36,360	.0182		.0151	96	115	7,953	1,965	3,520	2,705	1,720	7,174	3,382	3,420	1,36
Washington		7,126	.0036	2,457	.0040	62	55	1,987	232	807	387	218	1,349	450	909	21
Wayne		4,209	.0021	1,203	.0040	47	28	611	129	550	236	124	1,178	382	390	27
Webster		9,892	.0049	2,198	.0056	67	58	2,394	324	1,357	175	485	1,947	1,348	1,979	28
Whitley		19,254	.0096	2,962	.0097	84	63	5,014	818	2,144	1,286	903	5,307	1,879	768	46
1Corbin		12,097	.0063		.0051	85	105	2,889	594	1,314	581	778	4,008	1,383	540	19
Wolfe		1,273	.0007	349	.0016	42	18	266	22	662	62	***	77	32	33	31
Woodford		8,960	.0045	2,890	.0049	79	73	2,680	387	331	203	234	1,681	884	1,306	28
Total Above Cities		1,517,808	.7580		.6116	108	134	345,089	105,528	202,200	101,240	79,565	334,906	92,974	97,105	58,69
State Tetal		2,488,455	1.2432	2,996	1.3556	77	70	609,834	162,868	308,046	127,909	115,814	531,303	191,269	188,467	84,87
METRO, AREAS				RET	TAIL S	ALES-	SH E	STIMA	TES, 1	057	-/91					
Huntington-Ashiand.	68	272,833	.1362	3,607	.1361	89	88	69,440	14,844	42,210	17,343	18,438	53,327	19,646	16,624	7,84
Lexington	78	150,934	.0754	4,337	.0697	80	107	29,778	8,824	24,378	13,871	7,795	24,956	10,688	11,315	5,67
Louisville	84	822,121	.4107	3,898	.4078	100	101	192,871	68,282	106,048	52,061	39,847	175,293		45,591	33,65
△Owensbore	249	76,534	.0383	3,865	.0355	87	94	19,753	5,336	12,169	4,261	3,630	13,724	6,350	4,700	2,38
△Paducah	250	74,111	.0371	3,369	.0359	89	92	18,414	5,784	9,376	4,231	3,058	15,364	8,253	2,883	3,09
Total Above Areas		1,386,533	.6978	3.865	.6850	98	98	330,256	102,780	194,182	91,457	69,986	202,084	100,207	81,113	52,83

100 100 100	3	6.0		NUI	MBE	R OF	OUT	LET	8					3			NU	MBE	R OF	001	LET	5		
Map, page 403 City County	Pep. (the	Total Outlets	Food	Eat. & Drink.	Gen'i. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs	City	County	Pag. (the	Tetal Outlets	Food	Est. & Drink.	Gen'l. Mdee.	Apperel	F-H-A	Aute.	Gas Sta.	L-8-H	Drugs
Alexandria, Rapides	43.4	547	131		48	44	27	32		-	18		Lafayette	49.2	75.7	145	2.0	28	33	40	24	49	20	1
BastropMorehouse	17.0	212	74	34	12	15	7	15	22	8	9	Lake Charles		88.0		149		37	53	82	30	57	41	1
Baton Rouge. East Baton													Webster	13.9		85	-	14	20	1.0	18	28	10	
Rouge	160.0	1,341	309	222	88	111	84	89	159	74	58	Menroe	Ouachita	48.2	651	154	115	42	75	31	33	81	20	2
BogalusaWashington	28.5	249	76	33	29	22	13	19	20	4	9	Natchiteches I	Natchitoches.	10.0	153	49	10	16	11	13	8	8		
Bossier City., Bossier	25.0	180	48	41	8	8	7	12	31	9	6	New Iberia	Iberia	21.1	356	118	88	21	17	21	18	38	20	1
CrowleyAcadia	15.0	190	44	39	9	11	17	10	22	15	4	New Orleans	Orleans	880.5	6,100	,626	1592	512	386	252	200	384	185	26
GretnaJefferson	17.5	171	48	25	21	13	11	10	16	8	5	Opeleusas	St. Landry	15.1	304	113	45	25	18	11	11	20	19	1
HammondTangipahoa	10.7	174	82	28	9	11	8	10	23	12	5	Ruston	Lincoln	12.0	164	48	13	12	13	15	9	24	8	
Houma Terrebonne	14.4	310	96	59	34	17	21	17	21	13	9	Shreveport	Caddo	182.0	1,614	372	247	122	183	97	72	170	54	
Jennings Jeff Davis	12.0		48	13	8	10	7	8	14	13	4	Thibodaux	Lafourche	13.3	197	65	37	22	18	8	11	12	8	
Jonesboro Jackson	3.7	70.00	21	6	7	10	3			2	3	West Monros.	Quachita	17.9	211	65	31	20	11	18	4	21	7	

		6	M E	STIMAT	ION ES, 1/1/	58	BU	FECTIVE YING IR	COME	- 0	M ES	TIMATES, 11	167			
COUNTIES	Me- tro- poli-			House-	Con-	Urban	137				Incame	11/17	income 8	reakdown of i	fouseholds	
COUNTIES	tan Area	Tetal (thou- sands)	U.S.A.	heids (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hald.	C. S. U.	\$0-2,490 % % Halda. Inc.	\$2,500-3,999 % % Halda. Inc.	\$4,000-8,999 % % Helds. Inc.	\$7,000-9,999 % % Helds. Inc.	\$10,000&over % % Helds. Inc.
AcadiaCrowley		49.1 15.0	.0288	13.0		23.9	51,715 18,824			3,978 4,378		37.8 14.4 33.3 11.8	1	28.1 38.3 29.1 36.7		
Allen		20.1	.0117	5.5	1	8.1 4.4	21,822 22,282	.0073		3,969		38.2 14.0 40.4 18.8			1 2 2 2 2	2.7 12.8

¹ Corbin is in Knex and Whitley counties. SM Standard (\spadesuit) and Potential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.

Continuing its above average growth . . .

THE METROPOLITAN SHREVEPORT MARKET LOUISIANA'S SECOND LARGEST!

Only The Shreveport Times -Shreveport Journal dominate this growing plus market!

CIRCULATION:

M & E...... 138,592 Morning 87,204 Sunday _____ 107,966 Evening ____ 51,388

(Publisher's Statement for 3 months ending Dec. 31, 1957, as filed with ABC.)

√2nd in Population 258,800

√ 2nd in Buying Income \$411,782,000

√ 2nd in Retail Sales \$293,544,000

> (Source: Sales Management Survey, May 10, 1958)

NEWSPAPER PRODUCTION COMPANY, Agent For

The Shreveport Times - Shreveport Journal

CHECK WITH THE BRANHAM MAN

		0	M P	PULAT	ION ES, 1/1/	58	EF! BU	FECTIVE	COME	_ 0	M ES	TIMAT	ES, 19	57	The	"SM" estimal	symb tes by	ois mar	k orig	inal, ex	NT.
COUNTIES	Mo- tro- poli-			House-	Con-	Urban					Income			Inc	ome B	reakdow	m of H	louseho	kde		1916
CITIES (continued)	tan Area	Total (thou- eands)	U.S.A.	heids (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Haid.	Per C. S. U.	\$0-2 % Halds.	%	\$2,500 % Halda.	%	\$4,000 % Haids.	%	\$7,000 % Halda.	%	\$10,000 % Heids.	%
Assumption		16.3	.0095	3.9	3.9		12,821	.0043	787	3,287	3,243	48.0	22.2	27.0	27.1	19.9	32.8	3.2	8.0	1.9	9.9
Avoyelles		36.8	.0223	10.8	10.9	8.5	35,209	.0118	915	3,353	3,205	48.7	21.7	26.3	26.6	21.8	36.1	3.9	9.7	1.3	5.9
Beauregard		21.0	.0122	5.7	6.0	7.0	22,130	.0074	1,054	3,882	3,653	36.7	14.8	27.2	24.0	28.6	41.0	5.6	12.2	1.9	8.0
Bionville	2 111	16.7	.0098	4.3	4.4		14,822	.0050	888	3,447	3,305	44.2	19.9	26.5	26.0	24.0	38.5	3.9	9.4	1.4	6.2
Bossler	138	47.8	.0277	13.3	16.4	26.3	68,040	.0228	1,423	5,116	4,132	31.0	10.3	20.8	15.0	34.6	40.9	9.8	17.8	4.0	16.2
Bossier City		25.0	.0146	7.4	7.6		34,873	.0117	1,395	4,713	4,545	27.5	9.0	21.9	15.5	36.3	42.0	10.6	18.5	3.7	15.0
Caddo	136	211.0	.1227	61.4	78.2	188.2	343,742	.1152	1,629	5,598	4,894	26.2	7.5	20.2	12.6	35.0	35.8	11.7	18.1	8.9	26.0
▲Shreveport		183.0	.1058	54.6	64.8		318,969	.1069	1,753	5,842	4,916	24.9	7.0	19.5	11.9	36.1	35.9	12.3	18.5	7.2	28.7
Calcasieu	225	129.2	.0751	36.5	39.4	91.6	204,185	.0685	1,580	5,594	5,179	20.6	5.8	19.9	12.0	40.4	40.0	12.9	19.3	6.2	22.9
△Lake Charles		86.0	.0395	14.7	23.2		123,770	.0415	1,820	8,420	5,322	10.0	2.2	12.7	6.3	47.9	38.1	19.2	23.1	10.2	20.3
Caldwell		10.0	.0050	2.7	2.8		9,929	.0033	993	3,677	3,439	42.4	18.2	28.3	26.6	22.6	34.4	4.8	10.4	2.2	10.4
Cameren		5.1	.0029	1.3	1.3		5,906	.0020	1,158	4,543	4,427	29.9	10.0	23.8	17.4	33.2	30.7	9.3	16.8	3.8	16.1
Catahoula		10.9	.0064	2.7	3.0		9,627	.0032	883	3,566	3,188	48.3	22.2	25.3	25.4	20.6	33.6	4.0	9.9	1.8	8.9
Claiborne		23.0	.0133	6.1	6.3	7.2	25,714	.0086	1,118	4,215	4,031	38.7	14.2	22.2	17.8	27.8	36.3	7.6	14.9	3.7	16.8
Concordia		14.0	.0082	3.7	3.9	3.7	13,318	.0045	951	3,599	3,395	47.6	20.8	23.7	22.5	21.4	33.1	4.9	11.5	2.4	12.1
De Sote		22.2	.0120	5.7	8.2	4.1	21,033	.0071	947	3,690	3,384	46.6	20.3	23.8	22.4	22.4	34.8	4.9	11.5	2.3	11.2

A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the Survey. They know the Survey is reliable. And they know too that the people they are talking to-advertisers and advertising agencies-rely on the same authority.



Booming BATON ROUGE Still Leads the Way!

It's Louisiana's fastest growing market. Baton Rouge people have more money to spend—so they spend more money! They look to this terrific newspaper combination as the area's best sales force. With pay rolls still growing, family income continued to climb during the past year. Retail sales continue to soar. You'll get sales here. Get your sales push from the State-Times and Morning Advocate.

State-Times Morning Advocate

Baton Rouge 1, La.

Represented by the John Budd Company

		0	M P	OPULAT BTIMAT	ION ES, 1/1/	58	EFI BU	FECTIVI	COME	_ (ES ES	TIMAT	ES, 19	167	The					AGEME	
COUNTIES	Me- tro- poil-			House-	Con- sumer	Urban					Income			Inc	eme B	reakdev	vn of H	lousohs	lds		
(continued)	tan Area	(thou- sands)	u.s.a.	holds (thou- aande)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Deliars (000)	U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2, % Haids.	9%	\$2,500 % Haids.	677	\$4,000 % Halds.	677	87,000 % Halds.	-9,999 % inc.	\$10,000 Hulds.	%
East Baton Rouge	13	230.7	.1341	64.2	77.5	192.2	410,359	.1375	1,779	0,392	5,290	20.2	5.2	15.9	8.9	29.9	36.3	15.8	21.7	8.2	27.9
ABaton Rouge	4	160.0	.0931	46.4	55.5		298,886	.1002	1,868	6,442	5,378	19.6	5.0	15.8	8.8	40.0	36.0	16.1	21.8	-8.5	28.4
East Carrell		15.1	.0088	3.9	4.8	3.9	13,947	.0047	924	3,578	3,018	54.1	28.1	23.1	24.4	17.1	29.4	3.7	8.7	2.0	10.4
East Fellclana		19.9	.0116	3.4	3.7	7.3	12,094	.0041	898	3,557	3,252	51.1	23.2	24.3	23.9	18.1	29.1	3.8	9.3	2.7	14.5
Evangeline		33.6	.0195	8.8	8.8	7.2	30,727	.0103	914	3,492	3,479	45.1	19.5	25.4	23.9	23.0	35.3	4.2	9.7	2.3	11.6
Franklin		28.7	.0167	7.1	7.4	3.6	25,778	.0086	898	3,631	3,451	44.5	19.2	28.3	24.6	22.1	33.7	4.7	10.8	2.4	11.7
Grant		13.4	.0078	.3.4	3.5		11,416	.0038	882	3,358	3,188	47.0	21.9	28.0	28.4	22.0	36.5	3.8	9.8	1.2	5.6
Iberia		43.0	.0255	11.5	12.0	23.9	51,236	.0172	1,167	4,456	4,251	32.7	11.4	24.9	18.8	30.0	37.0	8.5	15.0	3.9	16.9
New-Iberia		21.1	.0122	6.0	6.0		28,887	.0097	1,369	4,815	4,737	28.2	8.9	23.7	16.2	32.4	36.8	10.6	18.0	5.1	20.6
Ibarville		28.1	.0152	6.9	6.9	8.6	26,204	.0088	1,004	3,798	3,758	41.2	16.4	25.4	22.0	24.9	35.4	8.8	12.0	2.9	14.2
Jackson		14.5	.0084	3.8	3.9	3.7	15,323	.0051	1,067	4,256	3,906	31.5	11.8	26.3	21.3	33.0	43.8	6.9	13.0	2.3	9.2
Jonesboro		3.7	.0022		1.1		4,964	.0017	1,342	4,513	4,472	27.5	9.2	24.4	17.8	35.2	41.9	9.5	17.2	3.4	13.9
Jefferson	98	166.4	.0968	48.7	47.0	138.2	254,914	.0855		8,489		19.8	5.5	22.3	13.4	38.7	38.0	12.5	18.6	8.7	24.5
Gretus		17.5	.0102	5.0			24,903	.0083				24.6	7.5	24.0	15.9	35.9	39.0	10.3	17.0	5.2	20.6
Jefferson Davis		30.0	.0174	8.0	8.6	14.5	37,237		1,241	4,658	4,293	34.7	11.8	24.3	17.8	28.4	34.2	7.4	13.4	8.2	22.7
Jennings		12.0	.0069	3.5	3.5	1	15,983	.0054	1,832	4,567	4,441	31.3	10.5	24.8	18.1	31.4	37.8	7.8	14.0	4.7	30.1
Lafayette	224	70.0	.0407	18.5		49.2	87,397	.8293				33.8	11.8	23.7	17.8	29.5	35.6	8.3	15.0	4.7	20.5
△Lafayette		49.2	.0286	13.3		1	69,998	.0235			4,841	30.8	9.8	22.8	15.5	31.9	36.0	9.5	16.2	8.5	22.5
Lafourcho		48.5	.0270				48,093	.0161				31.4	11.2	26.8	20.9	31.4	39.9	7.2	13.0	3.2	14.1
Thibodaux		13.3		3.8			17,207	.0057				28.8	9.6	26.4	19.2	32.5	38.5	8.1	14.5	4.3	18.2
La Salle		13.9	.0081	3.9	4.1		10,867	.0052	1,120	3,902	3,797	36.1	14.2	25.6	21.8	30.1	41.9	6.0	12.6	2.2	9.8
Lincein		26.9			7.77		33,703	1		4,884		41.4	18.2	20.7	18.4	28.5		7.0	13.8	4.4	20.1
Ruston		12.0					19,671	.0066				33.3	9.9	15.3	9.8	38.6	35.3	10.7	17.1	7.3	27.9
Livingston		21.8			1		23,881	.0080				38.1	13.4	23.0	18.4	30.8	40.2	7.3	14.5	3.0	13.6
Madison		16.5	.0096	4.4	5.1	7.6	10,000	.0052	945	3,648	3,030	81.7	25.0	23.6	24.7	19,6	33.8	3.6	9.3	1.8	7.4
Morehouse		38.1	.0221	9.9	10.9	17.0	42,782		1,121		3,885	38.6	13.6	23.2	18.9	29.9	39.5	7.2	14.3	3.1	13.7
Bastrop	1	1 17.0	.0099	4.8	8.5	1	23,570	.0079	1,386	4,910	4,253	99.2	9.7	23.4	16.2	35.3	41.8	9.3	16.4	1 8.9	15.6

SM Standard (A) and Potential (A) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

In New Orleans
MONEY
TALKS!

and ...

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In the BILLION DOLLAR retail market of New Orleans, retailers for years have placed 75% of all evening paper advertising linage in The Item, the Largest Evening Newspaper in Louisiana.

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sell New Orleans with the III I IV

LOUISIANA		0	M P	PULAT	ION ES, 1/1/	58	EF BU	FECTIVI	COME	_ 0	M ES	TIMAT	ES, 19	157	The	"SM" estima	symb	ols mai	rk orig	inal, e AGEME	celu- ENT.
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban			101		Income			Inc	ome B	reakdov	vn of H	louseho	lds		
(continued)	Area	Total (thou- sands)	of U.S.A.	hoids (thou- sands)	Spend- ing Units (thous.)	Psp. (theu- sands)	Net Dellars (000)	₩ U.S.A.	Per Capita	Per Hald.	Per C. S. U.	80-2 % Haida	% Inc.	\$2,500 % Halds.	600	\$4,000 % Haids.	07	\$7,000 % Halda.	%	\$10,000 % Halda,	%
Natchitoches		37.0	.0215	9.3	10.2	10.0	33,474	.0113	905	3,599	3,265	50.0	22.5	23.5	23.1	19.5	31.2	4.6	11.2	2.4	12.0
Natchitoches		10.0		2.8	3.8		14,937	.0050	1,494	5,335	3,879	37.5	12.8	19.4	14.5	28.8	35.1	0.6	17.7	4.7	19.9
Orleans	98	650.5	.3783	192.7	222.0	650.5	1,102,975	.3698	1,696	5,724	4,967	23.0	6.5	22.0	13.5	36.5	36.6	11.5	17.3	7.0	26.1
▲ New Orleans		650.5	.3783	192.7	222.0		1,102,975	.3698	1,696	5,724	4,967	23.0	6.5	22.0	13.5	36.5	36.6	11.5	17.3	7.0	26.1
Ouachita	242	88.5	.0514	25.5	28.6	86.1	131,559	.0441	1,487	5,100	4,584	27.2	8.5	22.9	15.4	35.0	38.7	9.5	15.9	5.4	21.5
West Monroe		08.1	.0384	19.8			108,596	.0364	1.643	5.485											
△Monroe		48.2	.0280	14.6	16.9		78,999	.0285	1,639	5,411	4,653	27.5	8.3	22.7	14.9	33.9	36.2	9.5	15.3	6.4	25.3
△West Monroe		17.9	.0104	5.2	6.4		29,596	.0099	1,653	5,692	4,560	20.2	6.0	20.4	13.1	42.8	45.2	12.1	19.3	4.5	16.4
Plaquemines		18.4	.0090	3.7	4.2		19,035	.0064	1,238	5,145	4,492	26.8	8.4	20.0	13.8	37.2	41.6	11.8	19.9	4.2	16.3
Pointe Coupee		20.7	.0120	5.2	5.6	2.7	19,127	.0064	924	3,678	3,388	47.9	20.9	23.8	22.6	21.3	33.0	4.5	10.5	2.5	13.6
Repides	171	110.8	.0844	29.0	32.4	51.2	134,446	.0451	1,213	4,497	4,148	34.3	12.0	24.8	19.1	29.4	38.7	7.3	13.7	4.2	18.5
Pineville		53.7	.0318	16.1			83,488	.0880	1.555	5.181		-									
△Alexandria		43.4	.0252	13.1	14.5		65,905	.0221	1,519	5,031	4,539	30.1	9.5	23.7	16.4	31.7	35.6	8.8	14.9	5.7	23.6
Red River		10.3	.0060	2.6	2.7		8,558	.0028	831	3,292	3,158	51.0	24.1	24.1	24.8	19.2	32.2	3.9	9.8	1.8	9.0
Richland		25.1	.0146	8.4	8.4	3.0	22,708	.0076	905	3,548	3,514	44.6	19.0	25.1	23.5	23.1	35.0	4.9	11.2	2.3	11.3
Sabine		19.8	.0115	5.1	5.3		17,775	.0060	898	3,485	3,311	48.7	21.0	25.7	25.1	21.5	34.2	4.2	10.2	1.9	9.5
St. Bernard	98	28.1	.0184	8.8	7.8	6.6	34,282	.0115	1,220	5,041	4,360	27.0	8.7	23.3	16.4	35.9	41.2	9.6	16.7	4.2	17.0
St. Charles		13.8	.0080	3.4	3.4	3.0	15,060	.0050	1,093	4,435	4,382	32.9	11.2	22.1	16.5	31.2	37.9	10.0	18.3	3.8	16.1
St. Heleng		9.5	.0055	2.4	2.4		7,872	.0027	829	3,280	3,196	47.9	22.4	25.7	28.2	21.4	35.6	3.6	9.0	1.4	6.8

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.



YOUR STORY
GETS HOME

IN THE 15 PARISHES OF NORTHEAST LOUISIANA



LOUISIANA

Monroe News-Star & World

Represented by the Branham Company

MONROE, LOUISIANA

WHAT IS YOUR SHARE OF THIS \$783 MILLION MARKET?



ENTERPRISE & JOURNAL 2-State coverage extends to important Louisiana Parishes in addition to complete coverage of its East Texas market . . . a total of 13 Texas counties and Louisiana Parishes where coverage ranges from 16% to 96%. 7 Louisiana Parishes receive from 1,000 to more than 7,000 copies daily . . . a total Louisiana circulation of 17,000, a Texas circulation of 70,805. Only the Enterprise & Journal can deliver broad coverage of its Two-State market . . . an \$783-million market, where other newspapers cast only a shadow of coverage.

Enterprise & Journal-2-state market

5 Louisiana Parishes Louisiana Counties 147,700 520,300 \$783,498,000 \$183,328,00 \$601,453,000

(Sourse: Sales Management 1958 Estimate)

BEAUMONT ENTERPRISE

BEAUMONT JOURNAL

Population

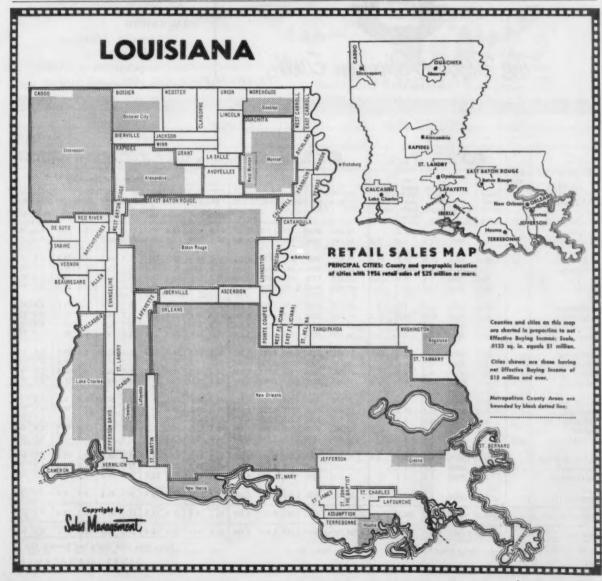
Retail Sales

Cons. Spend. Inc.

BEAUMONT, TEXAS

Southwestern Louisiana and Complete Beaumont Texas Market

Represented by: The Branham Company



Dominating A BILLION DOLLAR 3 STATE MARKET AREA

NBC ABC

KTBS - dominates a 3 state Billion Dollar Market – East Texas, North Louisiana and South Arkansas – Heart of the Industrial Gulf South.



DOMINATING

DOMINATING

7 days a week . . . leading in 54% of all quarter hours rated

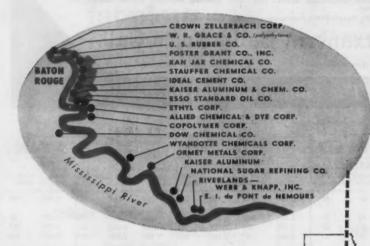
DOMINATING

Morning, Afternoon and Night time in quarter-hours rated

E. NEWTON WRAY, President and Gen'l Mgr.

100000000		J		PULATI		58		FECTIVI YING II		_ (M ES	TIMAT	TES, 1	057	Th			SALES			
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			Inc	ome D	reskdev	vn of I	louseho	ilda		
(continued)	Area	(thou- sands)	U.S.A.	(thou- sands)	Spend- ing Units (thous.)	Pep. (thou- nande)	Net Dollars (000)	of U.S.A.	Per Capita	Per Heid.	Per C. S. U.	\$0-2 Holde	,499 % Inc.	82,500 Holds,	-3,900 % Inc.	\$4,000 % Helds.	-6,999 % Inc.	\$7,000 % Halds.	EV.	\$10,000 Welds.	OZ.
St. James		14.9 14.6	.0087	3.3 3.5	3.3	4.3	10,624 13,172	.0036	713 902			47.7 35.3	22.6 14.4	26.8 28.3	27.7 25.2	21.0 29.5	35.4 42.7	3.2 5.5	8.2 12.0	1.3	8.1
St. Landry		88.4	.0502	20.6	21.7	22.4	75,774	.0254	877	3,678	3,491	44.8	18.9	25.2	23.4	22.8	34.3	4.9	11.2	2.5	12.2
Opelousss		15.1	.0088	4.1	4.5		18,641	.0063	1,235	4,547	4,141	37.3	13.0	23.0	17.6	27.1	33.7	7.9	14.9	4.7	20.8
St. Martin		28.4	.0153	6.1	6.6	4.6	23,670	.0079	897	3,880	3,562	42.2	17.4	26.4	23.6	24.2	35.4	4.4	9.7	2.8	13.9
St. Mary		39.8	.0232	10.5	11.1	21.0	47,404	.0159	1,191	4,515	4,258	32.4	11.2	24.1	18.1	31.3	38.3	8.3	18.3	3.9	17.1
St. Tammany		29.8	.0173	8.3	8.8	9.7	31,402	.0105	1,054	3,783	3,656	39.6	16.1	28.8	23.7	28.1	37.7	8.4	11.7	2.3	10.8
Tangipahoa		59.4	.0345	16.1	18.0	17.6	61,278	.0206	1,032	3,806	3,392	44.1	19.0	25.4	23.7	23.8	36.4	4.5	10.3	2.2	10.6
Hammond		10.7	.0062	2.8	4.1		15,403	.0052	1,440	5,501	3,715	38.1	13.3	19.4	14.8	29.7	37.0	8.4	15.8	4.4	19.1
Tensas		12.3	.0072	3.2	3.4		10,688	.0036	869	3,340	3,128	53.7	25.5	23.4	24.2	16.6	28.0	4.1	10.4	2.2	11.9
Terrebonne		80.1	.0291	12.2	12.0	19.2	53,498	.0179	1,068	4,384	4,256	32.1	11.2	24.5	18.7	31.4	36.9	8.5	15.9	3.5	15.3
Houma		14.4	.0084	4.1	4.1		20,114	.0067	1,397	4,906	4,884	28.7	8.2	22.8	15.2	34.3	37.6	11.1	18.5	8.1	20.5
Union		18.7	.0109	4.7	5.0		17,755	.0059	948	3,778	3,538	38.8	18.2	28.1	25.5	26.8	39.3	4.7	10.8	1.9	8.4
Vermillen		37.1	.0216	10.2	10.4	14.2	38,334	.0129	1,033	3,758	3,667	43.6	17.8	25.4	22.4	22.8	33.0	6.1	11.2	3.1	15.6
Vernen		21.8	.0125	6.1	6.2	8.4	10,972	.0067	929	3,274	3,190	48.1	22.8	25.8	26.2	21.1	35.1	3.0	9.2	1.4	6.9
Washington		41.8	.0243	11.2	11.7	20.8	47,068	.0158	1,126	4,203	4,018	35.3	13.0	25.4	20.4	28.4	37.2	7.7	15.1	3.2	14.3
Bogalusa		20.5	.0119	6.0	6.3		27,018	.0091	1,318	4,503	4,270	31.3	10.8	24.6	18.5	31.4	38.4	9.0	16.7	3.7	15.6
Webster		38.3	.0222	10.5	10.4	17.3	43,302	.0145	1,132	4,109	4,108	31.5	11.8	28.2	20.7	32.5	42.1	7.0	13.7	2.8	12.0
Minden		13.9	.0081	3.8	4.2		18,117	.0000	1,303	4,768	4,258	28.3	9.5	24.7	18.1	35.0	41.9	8.3	15.1	3.7	15.4
West Baton Rouge		12.2	.0071	3.2	3.2	3.3	12,684	.0043	1,040	3,984	3,935	39.8	15.2	22.8	18.7	27.1	36.8	7.4	15.2	3.1	14.1
West Carrell		18.4	.0000	3.7	4.1		12,867	.0042	823	3,424	3,082	49.9	23.9	25.4	26.4	19.6	33.4	3.8	9,2	1.8	7.1
West Feliciana		9.2	.0063	1.6	1.8		8,105	.0021	864	3,816	3,220	48.1	21.6	23.8	23.3	21.4	34.1	4.8	11.0	2.1	10.0
Winn		18.8	.0003	4.3	4.7	5.6	18,074	,0054	1,011	3,738	,3,361	42.2	18.4	27.8	28.3	24.3	37.6	2,9	9,1	1.8	8.8
Total Above Cities		1,440.4	.8375	417.0	488.3		2,392,207	.8020	1,661	5,737	4,800	24 1	6.9	29.0	12.8	36.4	35.8	11.8	18.1	6.8	25.4
State Total		3,007.0	1.7952	842.7	927.4	1,831.7	4,128,788	1.3837	1,337	4,887	4,450	31.0	10.1	22.8	16.1	32.0	38.9	9.2	16.1	5.0	20.8

BATON ROUGE...America's great new industrial empire!



for example ...

Esso Standard Oil's **Baton Rouge Refinery** is America's Largest

7000 employes share a \$45,000,000 payroll at Esso's gigantic refinery in Baton Rouge. The plant site, including 2 tank farms, covers 2300 acres!

Many of the greatest names in American industry have invested hundreds of millions for plants in this "empire area" and others are moving in . . . with \$254,800,000 for additional plants already scheduled.

Effective Buying Income per family in Baton Rouge is \$6,303-far above the national average.

Payrolls are at an all time high!

"Only Sunshine reaches more homes in this BILLION DOLLAR MARKET!"

												~~~	V	Re	presented	by Holling	bery			
	0	SHD	POPUL	ATION ATES, 1	/1/58	SM	E. B.	ATES,	1957			6	CHS	POPUL.	ATION ATES, 1/	1/58	rban Net Coffee Strike Stations (8000)	TES,	1957	
METRO. AREAS	Total (thou- sands)	% of U.S.A.	House hold (thou- sands)	Spending	F Urba F- Pop. (thou	- Net Dollar	% of U.S.A	Per Cap- ita	Per H'se- hold		ETRO. REAS	Total (thou- sands)	of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (theus.)	Urban Pep. (thou- sands)	Dollars	% of U.S.A.	Per Cap- ita	Per H'se hold
△Alexandria Baton Rouge △Lafayette △Lake Charles	110.8 230.7 70.0 129.2	.0644 .1341 .0407	29.1 64.1 18.1	77.	5 192 5 46	.2 134,4 .2 410,3 .2 87,3 .6 204,1	80 .1371 97 .0293	1,213 51,779 31,249 51,580	6,392 4,724	Shreve	rieans pert	845.0 258.8	.1504	246.2 74.7	86.6	214.5	411,78	.1380	,501	5,51
△Monroe- West Menree	88.5					.1 181,0		1,487												
	Me-				RET	AIL SA	LES-	SH	E	TIMA	TE8, 1	957			The	"SM" sy estimates	mbels mar	k origina MANAG	i, ex	elu- NT.
COUNTIES	tro- poli- tan Area	He Sa	otail ilas 1000)	% of U.S.A.	Per Hald, Retail Sales	Buying Pewer Index	Quality Index	Inde of Sai Produc	les	Food (8000)	Eating & Drink. Places (\$000)	General Mdss. (\$000)	Apps (\$00	H	urn louse- Appl. \$000)	Auto- motive (\$000)	Stations	Hdwre.	Di (8	rugs 000)
Acadla		1	18,991	.0180	2,779	.0198	89	100	9	6,444 3,507	2,732 1,147	1,27	1	.653 .153	1,748	8,778 5,470	2,036 973	4,686 2,794		980 381

COUNTIES	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Preduction	Food (\$000)	Eating & Drink. Places (3000)	General Midss. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hidwre. (\$000)	Drugs (8000)
Acadla		36,121	.0180	2,779	.0198	69	83	8,444	2,732	4,271	2,653	1,748	8,779	2,036	4,686	950
Crowley	1	18,991	.0095		.0077	89	100	3,507	1,147	1,271	1,153	1,348	5,470	973	2,794	361
Allen		15,853	.0079	2,882	.0084	72	88	2,414	850	2,167	801	773	3,133	1,802	948	443
Ascension		26,382	.0132	4,387	.0104	78	97	5,841	1,800	4,350	1,211	1,510	4,222	2,467	3,064	844
Assumption	112	7,823		2,008	.0052	88	41	1,323	500	2,212	62	50	2,472	396	413	292
Aveyelles		21,675		2,064	.0136	61	48	4,079	1,103	2,313	583	938	6,636	1,583	2,462	838
Beauregard		15,412		2,704	.0085	70	63	4,162	363	1,328	778	994	2,993	1,486	1,131	454
Bienville	0.3.1	8,044	.0040	1,871	.0056	67	41	2,158	271	1,089	373	142	1,366	1,268	615	282
Bossier	136	34,433	.0172	2,588	.0221	80	62	10,375	2,874	1,979	594	878	8,988	4,057	2,078	728
Bossier City		23,936	.0120		.0124	85	82	6,969	2,035	767	559	731	6,741	3,143	1,856	660
Caddo	136	259,111	.1295	4,220	.1210	98	108	88,732	14,390	30,187	23,086	18,610	84,187	17,716	17,222	9,193
▲Shreveport		241,746	.1208	[HEST]	.1100	105	114	53,896	13,348	28,127	22,738	15,251	49,954	16,016	16,250	8,749
Calcasiou	225	148,958	.0744	4,081	.0716	95	99	29,668	10,232	18,654	8,872	8,901	31,334	18,620	14,662	4,822
△Lake Charles		111,626	.0558		.0454	115	141	19,629	6,264	16,862	7,744	5,234	25,222	9,435	11,336	3,537
Caldwell		5,207	.0026	1,929	.0036	61	44	1,135	289	980	93	52	1,323	339	673	141
Cameren	100	4,990	.0025	3,838	.0023	79	86	1,850	537	223	115	***	648	549	846	148
Cataboula		8,192	.0041	3,034	.0041	84	84	3,356	484	633	138	000	1,743	783	583	302
Claiborne		15,385	.0077	2,522	.0093	70	88	3,738	203	1,564	787	1,968	4,478	1,438	187	870
Concordia		12,658		3,421	.0058	71	77	2,587	920	1,230	498	340	1,854	2,168	1,814	482
De Soto		16,624	.0083	2,916	.0086	67	84	3,650	211	1,997	. 646	1,290	4,792	2,108	831	428
East Baton Rouge	13	281,267	.1405	4,381	.1377	103	105	55,674	16,253	37,850	20,814	18,078	62,502	23,603	21,503	18,882
▲Baton Rouge		270,822	.1353		.1093	117	145	53,187	15,418	36,238	20,813	17,851	61,807	31,465	20,800	10,276

SM Standard (A) and Potential (A) Metropolitan County Areas.

C SM, 1958.

Before using these figures read foreword, page 13.



#### The Heart of Louisiana is Buying Big

The Alexandria Pineville Market* size and growth is indicated by: Population 355,600 + 8%, E.B.I. \$366,140,000 + 26%, Food Sales \$52,174,000 + 12%, General Merchandise \$32,304,000 + 19%. *12 Parishes—3.M. 1938 vs 1953.

La. Business Review Dec. 57 vs. 56 showed Alexandria gains as follows: Bank Deposits + 5% (La. - 3%), Electric Power + 15% (La. + 4%) Auto Supplies + 13% (La. + 3%),
Town Talk unexcelled R.O.P. full color printing provides terrific impact for extra sales.

A.B.C. City Zone-1957 Population-56,473 represents 7 year 37% gain.

## Alexandria Daily Town Talk

Representatives

The John Budd Company

#### The Louisiana Purchase

LOUISIANA	Me-	Total :		Per I	AIL S	ALES-	SH)	STIMA	TES, 1	957			estimates	by SALES	Lumber-	MENT.
COUNTIES CITIES (continued)	tru- poll- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (\$000)
East Carroll		7,579	.0038	1,943	.0053	60	43	2,130	548	725	100	225	946	653	1,445	289
East Feliciana		4,968	.0025	1,461	.0051	44	22	1,133	309	888	28	190	1,913	276	202	85
Evangeline		13,650	.0068	1,551	.0111	57	35	2,208	787	2,163	257	754	4,253	602	1,701	354
Franklin		12,580	.0063	1,772	.0095	57	38	2,379	117	1,730	405	358	2,658	874	2,805	533
Grant		5,712	.0028	1,680	.0043	55	36	1,743	233	945	185	122	1,415	564	310	120
beria		45,155		3,927	.0205	80	89	9,542	2,789	4,140	3,481	2,838	10,155	4,172	4,457	1,410
New Iberia		34,281	.0171	1	.0124	102	140	6,958	1,942	2,572	2,997	2,439	8,281	3,039	3,302	1,03
berville		16,052		2,326	.0008	64	53	4,388	1,163	1,741	682	1,106	3,387	1,023	1,102	443
Jackson		26,609	.0133	7,391	.0083	99	158	2,807	228	834	742	961	18,382	1,200	559	403
Joneaboro		22,444			.0047	214	509	1,514	135	215	715	233	18,382	414	424	36
Jefferson	98	133,300		2,854	.0821	86	69	49,065	12,682	6.010	3,091	5,034	25,944	13,917	9,812	4,53
Gretna		31,061	.0155		.0108	106	152	0,000	1,279	1,075	1,343	1,366	15,113	1,533	929	804
Jefferson Davis		26,285		3,286	.0136	78	75	5,506	1,098	979	1,270	1,382	7,003	2,386	3,979	793
Jennings		15,967	.0080		.0065	94	116	2,925	460	695	776	676	5,512	1,481	1,967	433
Lafayette	224	85,506	.0428	4,622	.0388	87	106	14,507	5,842	11,831	5,140	7,211	19,025	6,623	7,284	2,35
△Lafayette		76,371	.0382		.0289	101	134	12,617	4,798	11,255	5,047	6,790	18,013	5,801	4,616	2,063
Lafourche		46,411	.0231	4,071	.0204	76	86	10,385	3,187	4,555	2,126	1,769	11,003	3,530		1,11
Thibodaux		23,783	.0119		.0080	103	153	4,946	1,438	1,680	1,542	478	7,255	985	4,005	520
La Salle		8,748	.0044	2,243	.0055	88	54	2,631	303	764	191	380	3,483	826	355	26
Linzala		20,919		3,032		77	67	4,396	521	1,328	1,285	1,510	6,347	1,879		52
Ruston		17,902			.0074	107	129	3,435	482	1,067	1,254	1,510	6,043		750	45
Livingston		14,049			.0088	68	55	3,985	888	703	426	414	3,766		1,003	34
Madison	031	11,701	.0058	2,659	.0063	66	80	2,105	784	781	407	342	3,391	1,412	1,088	43
Marchause		21,683	.0109	2,100		67	49	6,112	1,262	2,165	1,027	866	5,286		1,186	83
Bastrop		18,330	.0092		.0087	88	93	4,953	1,000	1,507	972	632	5,078		1,088	683
Natchiteches		18,208		1,958		59	42	3,997	763	2,479	848	693	3,568		1,864	53
Natchitoches		13,310			.0056	97	114	2,355	363	1,632	846	692	3,310		1,637	44
Orleans'	98	809,564		4,201	.3819	101	107	145,297	78,386	178,561	89,190	50,728	126,541	50,590		35,55
▲ New Orleans		809,564	.4044		.3819	101	107	145,297	78,386	178,581	69,190	50,728	126,541	50,590	34,046	35,55
Ouachita	242	109,686	.0548	4,301	.0487	95	107	23,205	0,354	14,450	7,984	7,272	21,967	8,748	8,912	3,114
West Manroe		105,977	.0529		.0418	109	138	81,866	5.589	14,188	7,928	7,871	21,885	8,018	8,668	3,000
△Monroe		88,294			.0321	115	158	14,464	4,722	13,576	7,403	6,217	20,307	6,054	7,386	2,54
△West Monros		17,683			.0097	93	85	7,402	807	606	520	1,054	1,578	1,958	1,282	460
Plaguemines		17,059		4,611	.0078	84	94	6,835	1,744	1,120		411	1,707	2,632	1,040	35
Pointe Coupee		9,461		1,819	.0070	58	39	2,822	924	785	262	341	2,192		693	413
Rapides	171	97,530	.0488	3,282	.0801	78	76	21,456	5,142	16,226	8,143	5,358	19,033			2,66
Pinevilla		84,658			.0389	106	136	17,264	3,985	15,199	6,068	5,049	18,797	5,89#	4,131	8,53
△Alexandria		76,162			.0275	109	151	12,953	3,663	14,835	6,062	4,167	18,545		3,384	2,25
Red River		5,995			.0034	57	48	1,356	161	862	173	150	1,663			18
Richland		16,529	.0083	2,583	.0002	63	87	3,899	494	1,464	387	710	4,105	1,453	2,346	41
Sabine		10,602	.0063	2,079	.0069	60	46	2,901	179	1,495	504	500	2,273		511	41
St. Bernard	98	6,601	.0033	971	.0100	81	20	2,631	971	328	44	148	452	1,129	500	16
St. Charles		7,858	.0030	2,311	.0053	00	49	1,460	1,117	860	100	617	1,321	958	738	30
St. Helena		1,670	.0009	698	.0027	40	18	464	15	600				116		1
St. James		16,084	.0000	4,874	.0000	89	92	3,385	972	8,510	45	867	1,786		1,738	26
St. John the Baptist.		8,682	.0033	1,909	.0049	98	30	2,143	1,290	1,180	40	207	264	497	637	30

# And

fabulous

New Orleans
has a fabulous
advertising medium

#### 4th in daily retail advertising

	Lines
1.	Milwaukee Journal (E)22,367,022
2.	Miami Herald (M)21,083,402
3.	Washington Star (E)19,507,481
4.	New Orleans Times- Picayune (M)
5.	Chicago Tribune (M)18,273,654
6.	Los Angeles Times (M)17,686,461
7.	Cleveland Press (E)16,537,447
8.	Buffalo Evening News (E)16,473,283
9.	Houston Chronicle (E)16,294,830
10.	Montreal La Presse (E)16,065,427

#### 6th in food advertising

(Retail Grocers, Groceries of Department Stores, General Groceries)

	October Oroccortor)
	Lines
1.	Chicago Daily News (E)4,831,814
2.	Miami Herald (M&S)4,499,107
3.	Tampa Tribune (M&S)4,481,169
4.	Kansas City Times & Star (M&S)4,472,924
5.	Long Beach Independent, Press Telegram (E&S)4,015,899
6.	New Orleans Times-Picayune and States (M&S)4,006,891
7.	Norfolk Virginian-Pilot (M&S)3,984,183
8.	Houston Chronicle (E&S)3,929,866
9.	Toledo Blade (E&S)3,880,435
10.	Minneapolis Star & Tribune

#### 10th in total advertising, daily and Sunday

	daily and Sunday
	Lines
1.	Los Angeles Times (M&S) 67,042,093
2.	Miami Herald (M&S)55,462,730
3.	Milwaukee Journal (E&S)55,415,155
4.	New York Times (M&S)52,334,513
5.	Chicago Tribune (M&S)51,989,763
	Cleveland Plain Dealer (M&S)47,457,623
7.	Baltimore Sun (E&S)43,358,531
8.	Washington Star (E&S)43,146,467
9.	Houston Chronicle (E&S)42,710,266
10.	New Orleans Times-Picayune and States (M&S)41,940,000

Figures from Media Records, Inc., for 1957

Circulation: 291,674 daily, 283,111 Sunday

Avg. 6 mos. ending 9-30-57 as filed with Audit Bureau of Circulations, subject to audit

Represented by JANN & KELLEY, Inc.

New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta, Kansas City The Times-Picayune NEW ORLEANS STATES

LOUISIANA	Mo-				TAIL	SAL	ES-	SM	ESTIM					sive	"SM" e	by SAL	ES MAN	AGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% U.S.A.	Per Heid, Retail Sales	Buyin Pews Inde:	PQ	uailty	index of Sales Production	Food (\$000)	Enting Drink Place (\$000	c. Gen	neral dee. 1000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- mative (\$000)	Gas Stations (\$000)		g. re.	Drugs (\$000)
St. Landry		59,930	.0201	2,001	.031		63	50	10,131	4,	260 (	8,291	3,190	5,968	13,233	4,70	11 4	784	1,2
Opelousus		32,991			.009	9	113	188	4,231	1,0	615	5,389	1,930	5,193	9,076	1,31		800	6
St. Martin		15,355		1			60	80	2,680			1,949	593	586	4,416			798	2
St. Mary		80,274	.0252	4,78	.028	2	87	109	14,910	3,1	100	2,499	2,928	2,256	11,077	4,70		170	1,6
St. Tammany		23,815	.0116	2,869	.012		71		4 000				774	4 010	0.470	0.40	1	210	
Tangipahea		50,351	10000				72	69 73	11,35			1,432 7,882	731 1,477	1,212	8,472 11,230	2,48	200	,718 ,625	1.8
Hammond		19,720			.006		110	160	3,85	1		8,186	965	773	4,366	2,80		915	6
Tensas		6,240	1			- 1	58	43	1,00			1,090	150	100	978	40		714	3
Terrebonne		57,521 44,931					80	99	14,02			8,078	2,862	3,485	12,162	4,23		958	1,4
Union		9,494			.011		140	287	10,380			6,383	2,556 123	3,369	9,935	3,08		320	1,3
/ormilion		30,018				- 1	71	69	8,441			1,239	1,300	1,748	5,293	3,08		728	1,0
				1					1	1		.,	.,	1,110	-,	-			
Vernen		19,480	.0007	3,193	.008	В	70	78	4,18	1,1	828	1,287	1,798	513	8,407	2,37	18	365	5
Washington		32,530					72	67	8,157	1,3	351	3.323	1,821	1,448	7,400	2,96	0 2	525	1,2
Bogalusa		24,202			.010		89	102	6,72			1,921	1,542	1,273	5,393			467	9
Webster		28,187	1				72	64	7,134			2,844	1,398	1,894	6,712			178	
Minden		15,872	.0079		.007	'	86	98	3,69	1	476	1,073	775	1,233	4,399	1,51	3 1	679	
Vost Baton Rouge		8.574	.0027	1,742	.004		82	38	2,000	1.1	090	808	62	88	181	88	10	396	1
Vest Carroll		7,134					56	40	781			1,173	228		2,240	61		.042	1
Vest Feliciana		3,191					49	30	883		247	480		86	1,127		14	183	
Man																			
Vinn		9,828	.0049	2,230	.605	-	88	83	2,98		162	1,115	019	430	1,984	86		560	
Total Above Cities		2,049,998	1.0241		.878	)	105	122	392,886	144,	437 33	0,518	159,442	129,138	436,321	142,60	2 127	,802	75,3
state Total		2,960,277	1.4789	3,513	1.494	5	83	82	638,241	211,	094 42	6,923	187,194	165,199	610,218	240,17	3 214	,393	103,2
METRO, AREAS				RE	TAIL	SAL	E8-	SM	ESTIM	TES,	1957								
∆Alexandria	171	97,530	.0488	3,262	.060	1	78	76 -	21,45	5,	142 1	8,228	6,143	8,358	19,033	9,14	15 5	,708	2,1
Baton Rouge	13	281,267	.1408	4,381	.137	7	103	105	88,67	16,	283 3	7,880	20,814		62,502	23,80	13 21	,503	10,
\Lafayette	224	85,500					87	105	14,50		842 1	1,831	8,140	7,211	19,025			,254	2,
△Lake Charles	228	148,956	.0744	4,081	.071		95	99	29,68	10,	232 1	8,654	8,872	8,901	31,334	15,8	10 14	,662	4,1
△ Monroe~	040	100 000	0840	4 201	040			107						7 070	01 017			010	-
West Monroe	242 98	109,600					95	107	23,20			4,450	7,984		21,957			,912	3,
hreveport	138	293,544					95	97 96	196,98			2,106	72,325		152,937 63,158	85,63		,387	9,
Total Above Areas		1,965,956	-	-	-		95	97	411,63	-	-	6,008	144,628				-	.705	73.8
		(Other No	w Engli	and Stat	tes: Cor	mecticu	rt, Mas	198-	1 411,00	ri 100,	1001 31	0,0001	144,020	110,414	300,040	101,11	101 121	,7001	70,0
		chusetts, I	IEM Ham		ER OF			M.)	11	-					NUMB	ER OF C	UITLET	9	
Map, page 41	2	(thous,	102		1=1	_	1	1_1					(theus.)			121	_		_
City Cou	inty	Pop. (th	Food	Drink.	Appar	F-H-A	Gas Sta.	L-B-H Drugs		City	0	ounty	Pep.	Tetal Outlet	Berlink, &	Appar	Auth.	Gas Sta.	THE STATE OF
Auburn Andro-	_					-	- 00	-	- Po		Cumi			953 26			82 41	72	28
	gin	25.3 2	11 89	34 3	8 7		23 37	11 4			le. Area			128 3		1 18	8 14	9	8
AugustaKennel		23.0 3			3 28		9 29				Knei			181 8			18 8	11	10
BangorPenobe	eot	38.5 4	18 108	88 3	8 67	19 1	19 34	14 17	Sa	60	Yerk		11.6	124 4	6 20	8 4	7 3	18	3
BathSagada		11.0 1			8 12		12 11	9 7	Sa	nford	York		11.8						
BlddefordYerk		18.2 3	1 84	39 2	4 42	24	14 18			uth									
BrunswickCumbe		15.9			9 9						Cum					2 4	4 7	29	4
.awisten Andre-	. 7	44.0 51	100	110 0	7 80	20 4	20 24	18 13			Kens						17 24 18 8	19	13
# SOGI	gln		7 PO	PULATIO	ON		101 34	EFFECT	WE					100: 0	et Int I	<b>6</b> 1 (a)	101 8	101	101
	Me-	0)	E81	TIMATE	3, 1/1/6	18	-	BUYING	INCOME	- 2	ES.	TIMAT	ES, 1957						
COUNTIES	tro- poll-			House-	Cen-	Urban					Inseme			Income B	reakdown	of House	helds		
CITIES	tan	Total	%	helds	Spend-	Pop.	No	are of	Per	Per	Per							1	
	Area	(theu- sands)	er	(theu-	Ing Unite	(thou- sends)	Dell (98		A. Capita	Held.	C. S. U.	OK.	OK.	2,800-3,999	84,000-8	OF GV	000-9,996	\$10,	.000&
				(	thous.)		(					Halds.	ins. H	loids. Inc.	Halda, I	ne. Hai	ds. ins.	Hai	ide. Ir
ndroscoggin	230	84.8	.0491	24.4	28.7	72.3	14	1,092 .04	83 1,705	5,908	6,004	16.4	4.6 2	2.3 13.4	43.3 4	3.0 12.	1 18.2	8	.9 20
		69.3	.0403	20.2					11 1,768									1	
△Lowidon-Auburn		44.0	.0256	12.5	15.2				62 1,775		5,133	14.0	3.7 2	11.2 12.3	45.1 4	2.7 13.	2 19.0	6.	.5 22
△Lowiston-Auburn △Lowiston		25.3	.0147	7.7	8.8			4,394 .81	49 1,755	5,765	5,009	17.3		12.7 14.0		2.6 11.	7 17.8		.8 20
△Lewiston △Aubura			.0584	24.2	28.1	34.9			1,358		4,842	23.0		18.4 16.0		7.1 8.			.9 26
△Lewiston △Auburn		100.4			AK		2	3,171 .00	78 1,632	7,022	5,053	11.8	3.9 2	12.7 12.4	45.7 4	0.9 11.	.6 15.7	1 8	.5 28
△Lewiston  △Auburn  troesteek  Presque Isle		14.3	.0082	8.3	4.5	***			-										
△Lewiston  △Auburn  Aroesteelt  Presque Isle  Cumberland		14.3 172.7	.1004	80.9	68.7	139.7			92 1,713		4,874	17.9		11.0 13.3		4.0 11.			
ALewiston		14.3 172.7 80.6	.1004	80.9 24.8	88.7 31.5	139.7	150	3,452 .0	11 1,891	6,147	4,832	16.4	4.6 2	10.9 12.6	44.6 4	4.2 12.	4 18.5	8	.7 20
ALevision.  Auburn.  Aroesteek.  Presque Isle.  Cumberland.  APortland.  Brunswick.		14.2 172.7 80.6 16.9	.1004 .0469 .0092	80.9 24.8 4.4	88.7 31.5 6.7	139.7	15:	0,847 .01	11 1,891 03 1,940	6,147 7,011	4,832 4,603	16.4 14.9	4.6 2	10.9 13.6 19.0 11.0	46.0 4	4.2 12. 4.0 13.	4 18.5	8	.7 20 .8 21
△Lewiston.  △Auburn.  iroesteek.  Presque Isle.  cumberland.  APortland.	110	14.3 172.7 80.6	.1004	80.9 24.8	88.7 31.5	139.7	15: 34 4:	2,452 .00 0,847 .01 8,180 .01	11 1,891	6,147 7,011 5,808	4,832	16.4	4.6 1 4.0 1 4.3 1	10.9 12.6	44.6 4 46.3 4 45.6 4	4.2 12. 4.0 13.	4 18.5 3 19.1 4 18.6	8. 6. 5.	.7 20

## WGAN

560 KC

5000 WATTS



## WGAN-TV

CHANNEL 13

316,000 WATTS

**CBS Radio Network** 

**CBS Television Network** 

covering

The largest retail and wholesale area north of Boston

GUY GANNETT BROADCASTING SERVICES

390 Congress St., Portland, Maine

Telephone: Spruce 2-4661

MAINE		0	M E	PULAT	ION ES, 1/1/	58		FECTIVI		_ (	M ES	TIMATE	E8, 11	157	The	e "SM" e estima		SALES			
COUNTIES	Me- tre- poli-			House-	Con-	Urban					Income			Inc	come B	Ireakdo	en of H	Jouanna	ida		
CITIES (continued)	tan Area	Total (theu- sands)	U.S.A.	holds (thou- eands)	Spend- ing Units (thous.)	Pop. (thou- eands)	Net Dellars (000)	U.S.A.	Per Capita	Per Held.	Per C. S. U.	\$0-2,4 % Halda.	ger.	\$2,500 % Halds.	-3,999 % fnc.	84,000 Halds.	% tnc.	\$7,000 % Halds.	%	\$10,000 % Halds.	%
Franklin		19.9	.0118	5.5	6.9	3.1	30,002	.0101	1,508	8,455	4,295	22.9	7.3	24.8	17.1	39.2		9.2	15.7	4.1	15.5
Hancock		34.2	.0198	10.0	12.1	7.9	49,120	.0164	1,438	4,912	4,037	28.7	10.0	26.0	18.9	35.8	44.3	7.3	13.7	3.2	13.1
Kennebec		83.6	.0488	23.4	27.7	83.5	132,648	.0445	1,581	5,669	4,773	19.3	6.8	22.6	14.4	41.2	42.8	11.8	18.6	5.1	18.5
Waterville		19.3	.0112	5.6	7.3		35,153	.0117	1,831	6,277	4,798	17.8	4.9	20.2	12.2	42.5	41.8	13.4	20.0	6.1	31.1
Augusta		23.0	.0134	6.2	7.4	W	37,704	.0137	1,630	5,985	5,070	16.7	4.6	21.4	12.8	42.8	41.8	12.0	10.0	6.3	21.8
Knex		28.8	.0163	8.8	10.0	11.9	41,378	.0139	1,478	4,702		27.7	9.7	27.6	21.0	34.7	43.2	6.8	12.8	3.2	13.3
Reckland		9.2	.0083	2.8	3.4		16,043	.0050	1,635	8,373	4,367	21.8	6.9	26.1	18.0	39.2	44.2	8.8	18.0	4.1	15.9
Linsoin		17.0	.0099	8.1	5.8		22,595	.0075	1,329	4,430	3,837	31.9	12.0	28.9	22.0	32.6	43.6	8.2	12.6	2.4	0.8
Oxford		41.0	.0238	11.5	13.8	13.8	81,270	.0206	1,494	8,328	4,532	21.3	6.6	23.5	16.0	40.9	48.2	10.3	17.2	4.0	15.0
Panabacet	178	115.1	.0009	30.9	39.2	64.4	172,508	.8578	1,499	5,583	4,398	22.0	6.8	22.6	15.2	40.9	45.1	10.2	17.1	4.3	15.8
△Banger		38.5	.0224	10.7	13.4		62,113	.0208	1,613	5,805	4,611	21.0	6.2	22.0	14.1	41.0	43.0	10.7	17.0	5.3	19.7
Pisontaquis		15.8	.0092		5.3	2.1	22,671	.0076	1,435	4,723		24.6	8.4	26.7	19.9	38.0	48.3	7.9	14.5	2.8	10.9
Sagadahee		20.9	.0122	8.3	8.8	11.0	28,912	.0097	1,383	4,589		25.5	8.9	28.2	19.8	37.9	46.9	7,8	14,8	2.8	9.8
Bath		11.0	.0064	3.4	3.8		16,862	.0057	1,533	4,959	4,432	22.1	7.2	25.3	18.0	40.5	47.0	8.9	15.8	3.2	12.2
Semeraet	1.00	37.2	.0216	10.0	12.5	14.8	52,183	.0175	1,403	4,787	4,158	25.2	8.7	25.5	19.2	38.0	46.5	8.7	16.2	2.6	9.4
Walds		19.8	.0115	6.0	6.8	5.8	24,844	.0063	1,245	4,107	3,606	36.5	14.5	27.6	23.9	28.2	39.8	5.3	11.4	2.4	10.4
Washington	30	31.0	.0180	9.3	10.2	6.8	38,166	.0128	1,231	4,104	3,731	34.5	13.6	27.7	23.9	30.3	42.4	5.4	11.5	2.1	8.6
Yerk		92.8	.0540	27.2	31.8	56.5	180,887	.0506	1,626	5,546	4,738	17.7	5.2	22.2	14.4	44.5		11.4	18.2		15.2
Biddeford		18.2	.0108	5.2	6.0		30,359	.0102	1,669	8,840	5,039	13.5	3.8	21.9	13.2	47.0	46.7	12.7	10.1	4.9	
Sanford		11.6	.0067	2.5	4.0		21,175	.0071	1,825	8,470	5,294	9.5	2.3	14.3	7.4	48.4	41.3	30.3	26.1	7.6	22.9
Saco,		11.5	.0067	3.3	3.6		18,058	.0000	1,570	5,472	4,934	19.8	5.6	23.2	14.2	42.2	43.9	11.3	17.6	5.1	18.7
Total Above Cities		363.8	.3118	103.7	137.0		630,819	.2118	1,734	6,083	4,932	16.8	4.5	21.4	12.9	44.1	43.7	12.4	18.5	5.8	20.4
State Total		814.2	.5315	209.2	305.9	497.1	1,403,304	.4708	1,635	8,414	4,887	21.7	6.7	23.6	15.8	40.0	43.7	10.1	18.6	4.6	17.2

SM Standard (A) and Potential (A) Metropolitan County Areas.

C SM, 1958.

Before using these figures read foreword, page 13.

## **Busy BIDDEFORD-SACO**

Heart of \$150,857,000 York County Market

Biddeford-Saco is the "supermarket" of York County. Its dealers ring up 42%—or \$43,158,000—of the county's \$102,504,000 volume.

Total sales in Biddeford-Saco stores are 25% above average volume. Food sales reach 55% above, automotive 71% above.

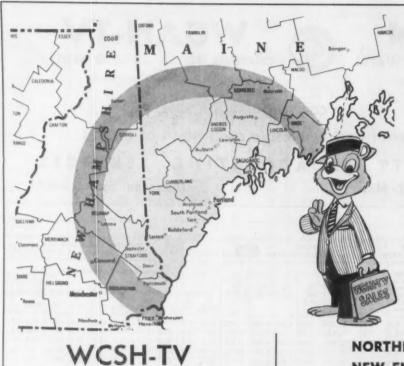
To sell Maine's 4th largest county, your first target is the county's largest single concentration of consumers, dealers—and sales. It's a must. The Biddeford Journal alone covers this important market . . . the daily newspaper of more than 90% of Biddeford-Saco families.

BIDDEF	ORD-SACO	0/
	Total	of county
Population	29,700	32%
Families	8,500	31%
Income	\$48.427,000	32%
Retail Sales	\$43,158,000	42%
Food	\$12,886,000	39%
General Merchandise	\$ 3,029,000	46%
Apparel	\$ 2,268,000	56%
Furniture-Appliances	\$ 2.142,000	49%
Automotive	\$11,411,000	58%
Gasoline	\$ 3,256,000	40%
Lumber-Hardware	\$ 2,287,000	37%
Drug	\$ 931,000	31%

#### THE BIDDEFORD JOURNAL

BIDDEFORD, MAINE

Represented by The Julius Mathews Special Agency, Inc.



## **SELL** this

billion-dollar-plus northeastern market through its Top Salesman

## **WCSH-TV**

13 counties in 2 states 238,000 television homes \$1,110,896,000 EBI \$837,639,000 retail sales WCSH-TV consistently leads all area polls

NORTHERN NEW ENGLAND IS SOLD ON



MAINE	0		POPUL ESTIMA	ATION ATES, 1	/1/58	S	A) E	STIM	ATES,	1957			0		POPUL	ATION ATES, 1/	1/58	SH	E. B. I. ESTIMA	ATES,	, 1957
METRO. AREAS	Totai (thou- sands)	of U.S.A.	House hold (thou- sands	Spend ing	d- Pop (their	- No	ars	% of U.S.A.	Per Cap- ita	Per H'se- hold		ETRO. REAS	Total (thou- sands)	% of U.S.A.	House hold (thou- aands)	Spend- ing	Urban Pop. (thou- sands)	Net 1 Dollars (\$000)	% of U.S.A.	Per Cap- ita	Per H'se hold
△Banger	115.1	.0010	30.	9 39.	2 8	177	808,5	.0578	1,499	5,583	Portian	d	172.7	.1004	50.1	60.7	139.7	295,92	.0992	1,713	5,81
△Lewiston- Auburn	84.5	.0491	24.	4 28.	.7 7	2.3 14	,082	.0483	1,705	5,905	Total A	bove Areas	372.3	.2164	106.3	128.6	278.4	612,52	.2053	1,645	5,76
	1	I			REI	TAIL S	ALF	8-	SH	DE	RTIMA	TES, 1	9.5.7					ymbols ma by SALES			
COUNTIES	fre- tro- poli- tan Area	Res	otal etail ales 000)	% of U.S.A.	Per Haid. Retail Sales	Buying Power Index	Qua	ality	Indi of Sa Produ	ex ios	Food (\$000)	Eating & Drink, Places (\$000)	General Mdse. (\$000)	Appi (\$0	urel 1	Furn House- Appl. (\$000)	Auto- motive (\$000)	Clas Stations (1000)	Lumber- Bidg. Hdwre. (\$000)	0	rugs (000)
Andrescoggin	230	11	02,478	.0611	4,200	.0492	16	00	10	4	27,968	5,101	12,77	7	,480	4,438	19,728	6,822	4,11	8	2,06
Auburn △Lewiston			88,006 80,885	.0439		.0418	10	04	10	_	28,671 17,356	4,468 3,059	11,53		,185	\$,928 3,333	17,807 8,278	\$,586 2,395	3,28		1,73
△Auburn Arsestsek			27,120 85,007	.0135	3,513		1	11	7	3	5,315 22,619	1,399 2,650	1,47	3	448	595 2,116	9,529 19,554	3,191 5,860	1,07 5,25	8	2,41
Presque Isle Cumberland  A Portland	110	12	17,437 33,048 45,268	.0087 .1164 .0726	4,579	.0082 .1046 .0867	10		10 11 15	6	3,978 56,419 28,486	343 11,934 7,584	2,919 34,470 25,760	13	,252 ,076 ,717	273 10,291 6,025	3,938 49,346 25,683	937 15.925 6.012	98 8,90 4,98	9	9,20 6,71
Brunswick South Portland			22,369 15,587	.0112		.0104 .0129	11	13	12	7	5,794 7,382	1,133 464	2,119	2	343 108	598 689	6,393 2,544	1,660 2,104	78 54	4	35
Westbrook			19,042	.0095		.0081	10		12		5,261	455	8,91		,290	1,608	2,524	1,088	66	1	520
Franklin	**		15,563 85,296	.0078	2,830 3,530	.0097	1	18	8	0	4,828 10,698	562 1,719	3,08	1	503 ,222	438 663	3,376 8,802	2,655 3,990	1,03	0	72
Waterville			05,072 42,603	.0525	4,490	.0478	12		10	0	20,863	3,636 1,524	10,55 5,46	2	,7 <b>92</b> ,559	4,198 1,850	9,047	7,988 2,126	7,27 8,45	3	2,583 856
Knex		1 3	30,902 34,503 18,594	.0154 .0172 .0093	3,921	.0137 .0184	10	14	11 10 17	6	8,968 9,546 5,344	971 938 544	1,900	2	,901 ,444 ,080	1,592 1,859 1,276	7,175 5,426 3,159	2,218 2,297 550	2,350 3,61 2,09	5	1,054 530
Lincoln			21.047	.0105	4,127			19	10		5,791	688	1,78		856	584	5,237	1,331	1.89		510

PORTLAND, MAINE

Weed-Television



PORTLAND, MAINE is rated first for testing among U. S. cities in the 75,000 to 150,000 population group.

PORTLAND, MAINE is rated sixth for testing among all U. S. Cities, thanks to a stable economy and excellent distribution facilities.



PORTLAND, MAINE is rated second for testing among all New England cities regardless of population.

## the testingest market in the country!

WITH MORE SALES PER FAMILY THAN MOST STATES

## BIG 9 COUNTY AREA

VIII		Percent of Maine
Population	560,700	61%
Households	163,100	63%
Income	\$907,672,000	65%
Retail Sales	\$675,610,000	65%
Food	\$184,014,000	64%
Eating and Drinking	\$ 31,177,000	70%
General Merchandise	\$ 77,209,000	63%
Apparel	\$ 36,551,000	68%
Furniture—Appliances	\$ 28,126,000	70%
Automotive	\$128,674,000	62%
Gasoline Service Station	\$ 50,649,000	62%
Lumber—Building—Hardware	\$ 36,667,000	69%
Drug	\$ 20,383,000	69%
ING POWER INDEX	.3186	65%

BUY

100% family coverage of Portland's city zone

94% family coverage ABC retail zone

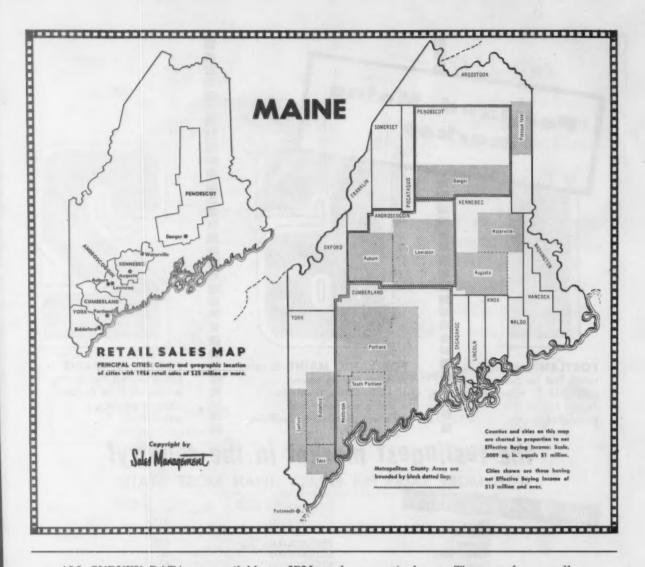
\$4,142 per family sales

Portland, Maine EVENING EXPRESS

(source: Sales Management)

PORTLAND PRESS HERALD SUNDAY TELEGRAM

> represented by the Julius Mathews Special Agency, Inc.



ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone Murray Hill 4-3559.

## New Industries – High Income – Coverage Make SANFORD A GILT-EDGE MARKET

\$8,470

FAMILY INCOME
HIGHEST
IN MAINE

Family for family, Sanford offers you the richest potential in the state of Maine —2,500 families with \$21,175,000 buying power!

And spending \$12,254,000 for retail goods! \$4,039,000 for food! \$432,000 for drug products!

Income and buying habits assure you a big response per family in Sanford—and the circulation of the Tribune and Advocate assures you complete coverage of Sanford families . . . and of an even greater number in the surrounding area. Sell Maine's richest market thoroughly, economically—with great profit.

SANFORD TRIBUNE and ADVOCATE SANFORD, MAINE The Julius Mathews Special Agency, Inc.

# MAINE'S BIG

35% OF STATE'S TOTAL INCOME OF STATE'S TOTAL SALES

With 38% of the State's population earning 35% of the total state income, the seven-county ABC Retail Trading Zone served by The BANGOR DAILY NEWS is Maine's most important market. It's a compact sales package—easily covered with one handy, low-priced advertising medium.

Here's a made-to-order test area. The NEWS saturates the ten-mile City Zone with 100% coverage and reaches 74.6% of the families throughout the entire area.

The Bangor Daily News

MAINE'S LARGEST DAILY

70,000 A.B.C.

MAINE	Me-			RET	AIL S	ALES-	SHO E	STIMA	TES, 1	987					rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	ű U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	indax of Sales Production	Food (\$000)	Drink. Piaces (\$000)	Ganerai Mdss. (8900)	Apparel (8000)	Furn Houss- Appl. (\$000)	Aute- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwrs. (\$900)	Drugs (\$000)
Oxford		43.072	.0218	3,745	.0216	91	91	11,929	1,375	6,367	1,612	1.088	9,722	3,404	2,300	1,012
Penobscot	178	141,594	.0707	4,582	.0635	95	106	35,925	8,706	19,744	8,024	5,491	32,047	10,358	8,136	3,046
△Bangor	1	77,538	.0387		.0285	118	178	15,664	3,304	14,834	5,515	3,937	19,765	4,034	1,873	1,383
Placataquis	-	18,947	.0005	3,531	.0082	59	92	5,124	850	1,548	274	1,148	3,933	1,341	1,057	587
Sagadahec	100	18,325	.0091	2,909	.0100	82	75	8,222	700	1,636	604	821	3,260	2,018	1,343	410
Bath		12,509	.0062		.0080	94	97	3,950	431	997	604	821	2,288	894	1,197	352
Somerset		38,062	.0180	3,308	.0185	86	83	11,214	1,258	3,030	1,313	1,680	8,148	4,202	1,678	1,161
Waldo		19,048	.0098	3,175	.0093	81	83	5,318	393	1,726	440	420	2,565	1,500	943	343
Washington		33,882	.0167	3,606	.0150	83	93	11,631	702	4,987	1,936	635	8,154	3,508	1,270	1,047
York		102,504	.0513	3,769	.0515	95	95	32,448	6,243	8,615	4,085	4,431	19,935	8,818	6,178	3,024
Biddeford		32,940	.0165		.0122	.115	186	7,797	1,188	2,897	2,159	1,729	9,350	2,133	2,113	665
Sanford		12,254	.0061		.0067	100	91	4,039	986	740	376	472	1,759	1,149	804	435
Saco		10,218	.0051		.0059	88	76	5,089	389	182	100	413	2,031	1,123	175	267
Total Above Cities		545,206	.2723		.2299	100	129	134,525	23,671	74,089	36,087	25,211	113,493	31,623	25,249	15,64
State Total		1,043,006	.5211	4,024	.4978	94	98	285,941	44,855	122,415	53,620	40,288	204,877	81,350	53,474	20,68
METRO, AREAS				RET	TAIL S	ALES-	CAD E	STIMA	TES, 1	987						
△Bangor	178	141,594		4,582	.0635	95	106	35,925	5,706	19,744	8,024	8,491	32,047	10,356	8,136	3,04
△Lewiston-Auburn	230	102,476	.0511	4,200	.0492	100	104	27,968	5,101	12,770	7,489	4,438	19,725	8,822	4,118	2,08
Portland	110	233,048	.1104	4,579	.1046	104	110	58,419	11,834	34,478	13,076	10,281	40,346	18,926	8,909	9,20
Total Above Areas		477,118	.2382	4,483	.2173	100	110	120,312	22,741	88,982	28,599	20,220	92,118	33,103	18,163	14.33

SM Standard (A) and Petential ( $\Delta$ ) Metropolitan County Areas.

1 BIG

Market

1 BIG

Newspaper

COUNTIES

DAILY

© SM, 1958.

Before using these figures rend foreword, page 13.

## In Key **East Coast** Markets

## Donnelly Adv. Since 1850

the ultimate in Outdoor Advertising

### FOR INFORMATION ON ALL OUR MARKETS CALL BOSTON, MASS., JAmaica 2-8800

When in Baltimore, Md., call BElmont 5-8820

Donnelly Adv.

From Maine to Florida

MARYL	AN	D -		eorgia			relina,		Car	re, Dis	Virgin		mbia, FI est Virg	orida, inia.)			Th	e "S	M" s) mates	mbol by S	SALE	irk e	ariginal ANAGI	exc EMEN
Map, page 416 City County		('81)	NUMBER OF OUTLETS												Can		NUMBER OF OUTLETS							
			Total	Food Eat. & Drink. Gen'l. Mdse. Apparel F-H-A		Gas Sta. L-B-H Drugs		Drugs	City County				Pop. (thous.)	Total	Food	Eat. & Orink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Sta.	H-G-H		
Aberdeen Harfurd 8.7			90	10	16	10 6	5	9 16		4	H		wn, . Wasi	-	39.	-	-	-		62	38	37	-	23
AnnapolisAnna		0	110	10	10			1 "		-			ePrin		39.	041	133	120	54	02	30	3/	01	28
Aruni	Section 1	29.2	346	88	71	19 47		21 32		12				orges	15.	16	37	18	18	15	7	10	23	8
Baltimore Baltimore		978.1	102	11	12	10 14	497 2	8 8 9	376 13	425	L	uret	Print	ce lorges	6.0	110	19	21	6	10	9	5	15	4
BethesdaMontgomery.		75.7									Mount Ranier Prince			1	1 "	-				-				
		12.5	198 52 28 14 22 16		16	9 11	13 6					orges	11.	5 4	18	3 6		3	3	1	5	1		
College Park . Prince Georg	100	17.1	78	10	17	5 8	1	10 10	2	4	18	City		rester	4.1	10	19	13	14	8	9	8	11	8
		38.7			34 63				RockvilleMontgomery. 30.					18			14	-	7		12			
EastonTalbot		6.5	183	32	17	11 24		13 20		5	SalisburyWice								37	30	23	44	14	
Frederick Frederick		8.3	128	22 87		15 9 28 33	- 1	9 12 26 39	1 .1	3			ark. Mon ter Carr		17.6		-			5	5		12	3
	em	20.0	10/2	POP	ULAT	ION		1	EE	FECTIV	E	4	-		-		91 90	2.4	1 41	9	10	10	10	
	Me-	-	ESTIMATES, 1/				58	BU		YING II	NCOM	E- C	ES ES	TIMAT	ES, 190									
COUNTIES	tro- poli- tan	Total	07		ouse-	Con- sumer Spend-	Urban Pop.	No		% of U.S.A.	Per Capita	Per Hald.	Income Per G. S. U.				Income B		reakdown of H			la	1	
	Area	(thou-	U.S./	(th	thou- ands)	ing Units (thous.)	(thou- sands)	Dollara (000)	BF8					80-2, % Halds.	%	\$2,500 % Halda.	0% 0% 0%		\$7,000-9,999 % % Hsids, Inc.		\$10,000&ov % % Hsids. Inc			
Allegany	197	95.	707		27.2	27.7	81,3		,398	.0454	1,425		4,876	17.9			13.0	47.7				18.5	3.5	
△Cumberland	12	38. 173.			11.8	12.3 88.1	52.2		,722	.0214	1,647	5,400 6,483		15.4		17.7	10.9	49.6				19.9	4.7	
Annapolis		29.			5.6	10.2			,936	.0181	1,847	9,631	5,265	8.3	1.8	7.9	3.7	48.8				27.8	11.4	-
1Baltimors	12	1,403.			401.2		1,257.8			.8700				10.4		13.9	7.4		42.7			22.9	8.8	24.
▲Baltimore		978.	1 .56	87 2	285.1	320.3		1,839	,566	.6168	1,881	6,452	5,742	10.6	2.6	14.2	7.6	49.5	43.1	17	.2	22.6	8.5	24.
Calvert		14.	9 .00	87	3.6	3.6		16	,178	.0054	1,086	4,494	4,425	25.2	8.5	23.7	17.4	30.0	47.8	7	.9	14.4	3.3	11.
Caroline		20.	7		5.8	8.0			,895	.0087	1,295			25.4		23.6	17.8	40.4		8		14.9	2.6	8.
Carroll		55.	3 3 3 3		14.1	15.4	6.7		,281	.0243				19.0		20.5	13.8	46.2		1		17.5	3.7	
Westminster		6.	,00	28	1.9	2.1		12	,199	.0041	1,821	6,421	4,449	13.2	3.7	18.3	11.3	51.3	51.7	12	.5	19.0	4.7	14.
Cocii		43.			11.0	11.5	6,3		,322	.0198		5,393	5,119	16.6	4.7	18.7	11.8	46.5	47.0	12	.7	19.5	5.2	16.
Elkton		6.			1.9	1.9			,091	.0037	1,760		5,691	12.5	3.3	15.1	8.6	49.5				22.9	6.5	
Charlus		30. 28.			8.2	7.5	12.5		,797	.0124	1,227	5,333		16.9	8.9	18.8	12.1	47.3				20.2	4.2	
Cambridge		12.	7		3.8	4.3	-	-	,312	.0064				21.4		24.4	18.2	43.6				13.9	3.8	
																		1						
Fraderick		68. 20.	7		6.1	20.8	25.4		797	.0331		5,453	1000	17.6		20.0	12.8	47.1				17.1	4.6	
Frederick		20.	9717		5.1	5.5			,089	.0121	1,804			14.3		18.1	10.9	49.4				17.8	6.2	
Flarford		68.			18.0	22.1	20.8		,939	.0378				11.9		16.1	9.3	50.6				21.4	6.3	
Aberdeen		8.	-		2.7	3.4			,744	.0067	2,269	7,313	5,656	10.0		11.3	5.7	50.1		-		25.2	8,8	
Bel Air		4.	3 .00	25	1.3	1.5		9	,020	.0030	2,098	6,938	5,966	11.2	2.6	13.6	6.7	42.9				87.1	10.5	
rloward		29.	0 .011	89	7.3	7.6	4.3	42	.208	.0142	1.455	5,782	5,535	16.5	4.4	17.5	10.0	44.5	42.0	13		19.7	7.7	23.
Kent		16.			4.3	5.0	3.6		.858	.0072			4,312	24.2		23.2	16.5	39.8				15.2	4.1	14.
Montgomery	157	305.	7.7		85.2	92.1	215.7	799	,255	,2680	2,621	9,381	8,678	8.5	1.4	8.8	3.2	32.5		-		23.2	24.3	
Rockville		30.			7.9	7.9			,268		2,168		8,170	8.6	1.6	9.7	3.8	38.2	24.8	23	.3 2	22.9	20.2	46.
Hathesda		75.			21.1				,532		3,045										*			
Takoma Park		17.	.010	02	4.9	6.2		40	,500	.0153	2,599	0,298	7,292	7.8	1.4	7.9	3.2	36.6	28.7	28	.4 2	27.8	19.3	43.1
Prince Georges	157	330.	1 .191	10	87.4	100.2	252.3	657	883	2204	1,992	7 522	6,556	9.2	2.0	9.5	4.4	22.3	34.1	25	-	0.65	11.8	30.0

...where they used to hunt ducks, they now make missiles!



**Yes...** BALTIMORE HAS CHANGED!

Until about thirty years ago, the marshy land along Middle River was an excellent place for duck hunting.

Today, you can't see this land for the buildings which belong to the Glenn L. Martin Company, makers of guided missiles.

## Yes BALTIMORE HAS CHANGED!

New industries have brought new people to Baltimore. Neighborhood stores have given way to large Shopping Centers. Auto traffic moves briskly along one-way boulevards. Beltways and tunnels help get it there faster.

Buying habits have changed. Reading habits, too. For instance, the Baltimore News-Post covers more families than any other Baltimore daily newspaper.

Unless you've been an eye-witness to all this, it is difficult to appreciate it.

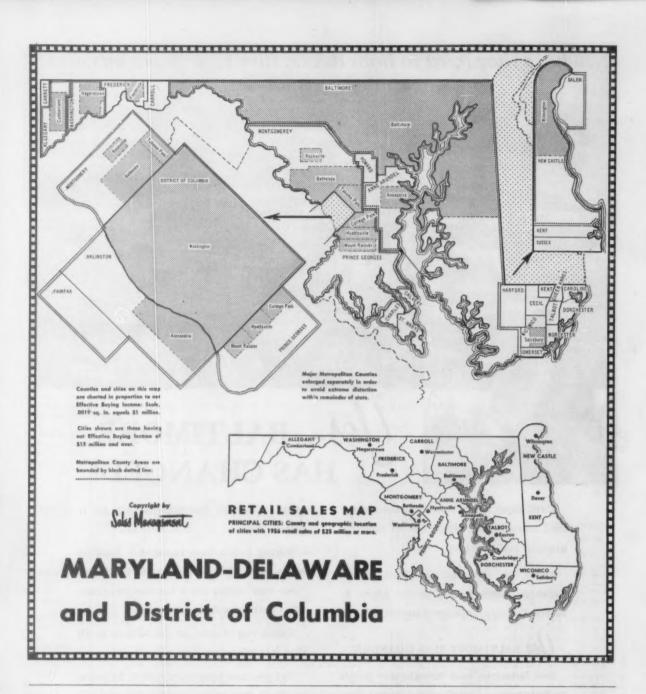
But you can keep pace with it by using the News-Post as the most economical and most effective medium for producing sales in the new Baltimore.

You are in good company with the

## News-Post and Sunday American

first in the Heart of Maryland

Represented Nationally by Hearst Advertising Service, Inc.—Offices in 15 Principal Cities



MARYLAND COUNTIES CITIES (centinued)	Me- tro- poli- tan Area	POPULATION ESTIMATES, 1/1/88					EFFECTIVE BUYING INCOME— SH ESTIMATES, 19								The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.						
		Total (thousands) U.S.A		House- holds (thou- sands)	Con- sumer Spend- ing Units (thous,)	Urban Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hald.	income Per C. S. U.	Income Breakdown of Households									
			U.S.A.									80-2, % Holds.	499 % inc.	\$2,500 Helds.	-3,999 % ine.	\$4,000 % Halds.	4,999 % Inc.	\$7,000 Haida.	-9,999 % Inc.	\$10,000 % Halds.	%
College Park		17.1	.0099	3.3	8.9		46,344	.0156	2,710	14,483	8,166	30.0	4.8	25.0	8.7	30.0	18.9	10.0	23.6	5.0	36.0
Mount Rainier		11.8	.0067	3.6	3.6		26,012	.0087	3,263	7,226	7,094	7.4	1.6	9.3	4.2	45.8	34.3	25.2	28.5	-	31.4
Laurel		6.0	.0035	1.8	1.8		13,031	.0044	2,172	7,239	6,902	8.1	1.7	10.4	4.9	45.7	34.9	23.9	27.6	11.9	30.9
Queen Annes		15.2	.0098	4.3	4.8		17,878	.0000	1,176	4,158	3,982	31.7	11.8	28.3	21.4	33.2	44.0	8.0	12.0	2.8	10.8
St. Marys		39.5	.0220	8.5	12.8		57,894	.0195	1,465	6,810	4,488	10.0	2.8	15.7	9.4	55.2	84.2	14.0	22.2	4.2	11.4
Somerast		20.5	.0120	5.8	6.3	3.6	25,123	.0064	1,226	4,332	3,959	27.0	10.3	25.9	20.8	38.2	49.9	8.0	11.7	2.1	7.5
lalbet		29.0	.0116	6.6	5.0	6.5	28,249	.9094	1,412	4,786	4,001	25.9	8.3	23.8	18.8	37.6	42.9	7.8	13.4	8.2	18.8
Baston		6.5	.0038	2.0	2.2		11,625	.0039	1,788	5,813	5,061	18.3	5.0	19.9	12.1	48.1	42.8	11.2	16.6	7.5	24.0

C SM. 1958.

Before using these figures read fereword, page 13.

# You can SELL MORE where MORE IS SOLD in HAGERSTOWN and Washington County . . .

Maryland's second largest market.

RETAIL SALES UP OVER 12 PERCENT . . . to \$115,408,000 in the County \$89,328,000 in Hagerstown

Average income of the County's 25,100 families \$6,058 . . . UP 14.8%

And the best way to reach these prospects is through their own paper which gives saturation coverage of this area.

97 percent buy and read every day . . .

# The Herald-Mail

HAGERSTOWN, MD.

National Representatives: Burke, Kuipers & Mahoney, Inc. New York • Chicago • Detroit • Atlanta • Charlotte • Dallas Kansas City • Oklahoma City • San Francisco

SEADUL AND			SM		PULATI		/88		EFFI	ECTIV	E NCOME	_ 5	E E	STIMA	TES,	1957				nbols ma y SALES			
COUNTIES	Me- tro- pell-		1		House-	Con-	Urban						Income			-	ncome B	reakdo	wn of	Househe	ids		
CITIES (continued)	tan Area	Tota (thou sand		of I	holds (thou- ands)	Spend- ing Units thous,)	Pop. (thou- sands)	Dolla (000	rs	% J.S.A.	Per Capita	Per	Per C. S. U.	<b>\$0</b>	-2,499 % is. inc.	1 %	00-3,999 % is. inc.	\$4,000 % Hsids	0-6,996 % . Inc.	%	%	%	00&ove % s. Inc.
Washington				.0512	28.1 12.3	27.0 13.7	39.5	141 74	,097 ,513	.0474		5,621 6,058	5,216 5,438	1	-			49.2 51.0		1	20.1	5.4 6.5	
Wicemice		1	7.0	.0273	14.0	15.0	47.0		004	.0246	4 850		4,880	19.3	2 5.7	20.	2 13.1		47.0	11.4	18.2	4.8	16.0
Salisbury				.0099	5.1	5.6	17.0		606	.0102		6,001	5,402					47.5	44.4		20.6	7.2	
Worcester				.0150	7.5	7.5	4.1		575	.0106	1,224	4,210	4,174					35.6	45.4		14.5	2.8	
Pocomoke City		1	4.1	.0024	1.2	1.4		7	039	,0024	1,717	5,866	4,795	16.5	2 4.0	18.	5 11.4	47.0	47.4	13.0	19.8	5.3	16.8
Total Above Cities.		1,34	5.5	.7824	387.9	419.9		2,652	,160	.8892	1,971	6,837	6,316	11.	1 2.	14.	2 7.5	48.7	41.9	17.3	22.9	8.7	25.0
State Total		2,95	7.0 1.	7192	818.2	912.7	1,979.6	5,390	142	1.8072	1,823	6,588	5,906	12.3	3 2.1	14.	4 7.6	46.2	39.5	17.6	22.7	9.5	27.3
	6			ATION ATES.	1/1/58	1	SH	E. B. I. ESTIM	ATES.	1957			1	J			ATION ATES, 1	/1/58	1	SM	E. B. I		S. 1957
		1		Con	h								-	Ī			Con-	1			1	1	1
METRO. AREAS	Total (thou- sands)	of U.S.A.	House hold (thou- sands)	Sper	ts san	p.	Net Dellars (\$000)	% U.S.A.	Per Cap- ita	Per H'se- hold		ETRO.	(1	otal hou- inds)	of U.S.A.	House hold (theu- sands)	Spend	(the	). U-	Net Dellars (\$000)	of U.S.A	Per Cap ita	- H'so
Baltimore	,576.8	.9168	444.	8 499	9.8 1,3	10.0 2	,877,431	.9647	1,825	6,469	△Hag	erstown		88.1	.0512	25.	27.	3	9.5	141,00	7 .047	4 1,6	02 5,62
△Cumberland	95.0	.0552	27.	2 27	7.7	11.3	135,396		1,425	4,978	Tatai	About A	-	759 9	.0232	497.	1 KB4	1 40	0.8 3	100 00	6 1.057	5 1 70	92 B 34
											II FULLEY	ADDAG W	romogi,				11 000	u 1,40	0.05 0	1, 103, 92	WITH VARIOUS	E SEE	merion for a
	1				RE	TAIL	SAL	E8-	SH	) E						4011	11 004.	0 1,40	0.01	5,103,92	011.001	a[a,r1	22 0 10 10
COUNTIES	Me- tre- poli- tan Area	Tot Flot Sai (\$00	ail	of U.S.A.	Per Held. Hetail Sales	TAIL Buyi Pow Indi	ing Qu	uality	Indi	ex ies	Food (\$000)		1 95 6. Ge		Appa (800	rel	Furn House- Appl. (\$900)	Auto- motiv (\$000	e S	Gas stations (\$000)	Lumbe Bldg. Hdwre (\$000)	g	Drugs (\$000)
CITIES	tro- poli- tan Area	Ret Sal (\$00	ail	% of U.S.A.	Per Hald. Retail Sales	Buyi Pow Inde	ing or Or	uality	Indi	ex ies ction	TIM/	Eating Drink Place (8000	1 95 1 & Ge 18 N 1) (1	7 eneral fdee,	Appa (800	rel	Furn	Automotiv	e S	Gas	Lumbe Bidg. Hdwre	F-	Drugs
Allogany	tro- poli- tan Area	100 78	ail es 00) 2,616 5,846	.0612 .0370	Per Held. Hetail Sales	Buyi Pow Indi	or Que	sality idex 80	Indicate of Sa Produce	ex ies ction	Food (8000) 29,601 17,942	Eating Drink Place (\$000	, 195   &   Ge   S   N   (198   N   (198   N   (198    7 eneral fdee, 8000) 12,028	Appa (800	rel 0; ,845 ,264	Furn,- -louse- Appl. (8000) 5,101 4,479	Auto- motiv (\$000	e S () (	Gas Stations (8000) 8,617 5,012	Lumber Bldg. Hdwre (\$000) 8,3	63	Drugs (\$000) 3,002 2,568	
Allogany.  △Cumberland  Anne Arundel	tro- poli- tan Area	Flot Sai (\$00 78 150	2,616 5,846 0,438	.0512 .0370 .0751	Per Held. Retail Sales 2 3,771	Buyi Pow Inde	ing Or	sality odex 89 118 89	Indi of Sa Produc 9 16	ex ies ction 3 8	Food (8000) 29,601 17,942 51,916	Eating Drink Place (\$000	1 95 1 & Ge 18 N 195 195 195 195 195 195 195 195	7 eneral tdee, 1000) 12,028 10,089 9,582	Appa (800	rel 0) .045 .264 .464	Furn House- Appl. (8000) 5,101 4,479 4,953	Automotiv (\$000 16,5 12,3 20,8	e S() ()	Gas stations (\$000) 8,617 5,012 16,784	Lumber Bldg. Hdwre (\$000) 8,3 7,7 7,7	67 63 08	Drugs (\$000) 3,000 2,568 5,780
Allegany.  △Cumberland.  Anne Arundel.  Annapolis.	tro- poli- tan Area	100 78 180 57	2,616 5,846 0,438 7,636	.0612 .0370 .0751 .0288	Per Heid. Retail Sales 3,771	Buyi Pow Inde .026 .090 .021	ing Or	89 118 89	Inde of Sa Product 9 16 7 16	ex ies ction 3 8 5	Food (8000)  29,601 17,942 51,916 15,319	Eating Drink Place (8000	, 195 1 & G. G. N 195 195 195 195 195 195 195 195	7 9neral 1dee, 1000) 12,028 10,089 9,582 2,714	Appa (800	rel 0) .045 .264 .464 .955	Furn House-Appl. (\$300) 5,101 4,479 4,953 3,519	Auto- motiv (\$000 16,5 12,3 20,8 15,5	6 S () () () () () () () () () () () () ()	Gas stations (8000) 8,617 5,012 16,784 3,187	Lumbe Bldg. Hdwre (\$000) 8,3 7,7 7,7 4,2	67 63 08 34	Drugs (\$000) 3,002 2,568 5,780 2,240
Allegany.  △Cumberland.  Anne Arundel.  Annapolis.	tro- poli- tan Area . 197 . 12	100 78 180 57	ail es 00) 2,616 5,846 0,438 7,636 2,682	.0512 .0370 .0751	Per Held. Retail Sales 3,771 3,450 4,468	Buyi Pow Inde .026 .090 .021	ing or Quantities of the control of	sality odex 89 118 89	Indi of Sa Produc 9 16	ox ies ction 3 8 5 9	Food (8000) 29,601 17,942 51,916	Eating Drink Place (8000 6,1 8,5 4,3 3,5 185,4	, 195 1 & G. 18 N 1951 1877 1833 1944 188 3	7 eneral tdee, 1000) 12,028 10,089 9,582	Appa (800	rel 0) .045 .264 .464	Furn House- Appl. (8000) 5,101 4,479 4,953	Automotiv (\$000 16,5 12,3 20,8	6 S () () (541 (356 (196 (355) (118) 1	Gas stations (\$000) 8,617 5,012 16,784	Lumber Bldg. Hdwre (\$000) 8,3 7,7 7,7	67 63 08 34 22	Drugs (\$000) 3,000 2,568 5,780
Altegany.  ACumberland.  Anna Arundel.  Annapolis.  1Baltimore.  2 ABaltimore.	tro- poli- tan Area . 197 . 12	Flot Sai (800 100 100 100 100 100 100 100 100 100	ail es 00) 2,616 5,846 0,438 7,636 2,682	.0512 .0370 .0751 .0288 .8956	Per Held. Retail Sales 3,771 3,450 4,468	Buyi Pow Indi .041 .020 .000 .021 .866 .656	or Que le	89 118 89 124	Inde of Sa Produce 9 16 7 16 11	ex ies ction 3 8 5 9 0	Food (8000)  29,601 17,942 51,916 15,319 427,603	Eating Drink Place (\$000 6,8 3,3 16,3 3,1 185,4 156,1	, 195 (& Ge. By)) (1 951 877 3333 214 488 3	7 eneral fdee, 1000) 12,028 10,089 9,582 2,714 43,465 19,730	Appa (800	rel 0) .045 .264 .464 .955 .710	Furn 	Automotiv (\$000 16,5 12,3 20,8 15,5 278,4 233,7	6 S () 541 356 196 155 116	Gas stations (8000) 8,617 5,012 16,784 3,187 100,087	Bidg. Hidwre (\$000) 8,3 7,7 7,7 4,2 73,9 82,7	67 63 08 34 22 40	Drugs (\$000) 3,002 2,568 5,780 2,240 75,630
Altegany.  Acumberland.  Anne Arundel.  Annapolis.  1Baltimore.  2 ABaltimore.  Calvert.  Caroline.	tro-politan Area . 197 . 12	Flot Sai (800 100 100 100 100 100 100 100 100 100	ail es 300) 2,616 5,846 0,438 7,636 2,682 5,421	.0512 .0370 .0751 .0288 .8956 .7621	Per Hald. Retail Sales 3,771 3,450 3 4,468 4,086 4,086	Buyi Pow Inde .041 .020 .000 .021 .866 .866	ing Quer lin	89 118 89 124 106 114	9 16 7 16 11 13	ex ies ction 3 8 5 9 0 4	Food (8000) 29,601 17,942 51,916 15,319 427,603 348,144	Eating Drink Place (8000 6,8 3,1 16,3 3,1 185,4 156,1 1,2	, 195 1 & G. 18 N 1951 1877 1833 1944 188 3	7 9000) 12,028 10,089 9,582 2,714 43,465	Appa (800	rel 0; 045 ,264 ,464 ,955 ,710 ,024	Furn louse- Appl. (8000) 5,161 4,479 4,953 3,519 93,705	Automotiv (\$000 16,5 12,3 20,8 15,5 275,4	e S () () () () () () () () () () () () ()	Gas stations (8000) 8,617 5,012 16,784 3,187 100,087 72,319	Bidg. Hidwre (\$000)  8,3 7,7 7,7 4,2: 73,9:	67 63 08 34 22 40	Drugs (\$000) 3,002 2,568 5,780 2,240 75,630 61,317
Allogany.  Acumberland.  Anne Arundel.  Annapolis.  1Baltimore.  2 & Baltimore.  Calvert.  Caroline.  Carroll.	tro-politan Area 197 12	Flot Sail (800 105 105 105 105 105 105 105 105 105 1	ail es 200)  2,616 5,846 0,438 7,636 2,682 5,421 0,584 3,698 8,840	U.S.A.  .0612 .0370 .0751 .0288 .8956 .7631 .0063 .0118 .0263	Per Hald. Retail Salos 3,773 3,450 3 4,468 4,086 4,086 4,016	Buyi Pow Inde .026 .000 .021 .886 .656	ng Quantities (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	89 118 89 124 106 114 89 88 88	Indicof Sa Produce 9 16 7 16 11: 13 6 18: 8	ex fees etion  3 8 5 9 0 4 4 1 2 8	Food (8000) 29,601 17,942 51,916 15,319 427,603 348,144 2,313 4,158 12,340	Eating Drink Place (8000 6.1 3.1 16.3 3.1 185.4 156.1 1.2 6.2 1.0 1.2 1.2 1.2 1.2 1.2 1.2 1.2 1.2 1.2 1.2	, 195 (	7 eneral fdae, 8000) 12,028 10,089 9,582 2,714 43,465 19,739 1,423 884 6,078	Appa (800) 7, 6, 6, 3, 97, 91,	rel 0) .045 .264 .464 .955 .710 .024 .148 .672 .728	Furn House-Appl. (\$300) 5,161 4,479 4,953 3,519 93,705 86,316 213 432 2,267	Automotiv (\$000 16,5 12,3 20,8 15,5 275,4 233,7 1,9 4,1 11,8	6 S () () () () () () () () () () () () ()	Gas stations (\$000)  8,617 5,012 16,784 3,187 100,087 72,319 910 2,479 3,945	Lumbe Bldg. Hdwre (\$000) 8,3 7,7 7,7 4,2 73,9 82,7 1,00 2,90 6,30	67 63 08 34 22 40 29 31 88	Drugs (\$000) 3,002 2,565 5,786 2,246 78,630 61,317 34 683 1,264
Altegany.  Acumberland.  Anne Arundel.  Annapolis.  1Baltimore.  2 ABaltimore.  Calvert.  Caroline.	tro-politan Area 197 12	Flot Sail (800 105 105 105 105 105 105 105 105 105 1	ail es 300)  2,616 5,846 0,438 7,636 2,682 5,421 0,584 3,698	U.S.A.  .0512 .0370 .0751 .0288 .8956 .7631 .0053 .0118	Per Hald. Retail Salos 3,773 3,450 3 4,468 4,086 4,086 4,016	Buyi Pow Inde .041 .020 .000 .021 .866 .866	ng Quantities (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	89 118 89 124 106 114	Inde of Sa Produce 9 16 7 16 11: 13	ex fees etion  3 8 5 9 0 4 4 1 2 8	Feed (8000)  29,601 17,942 51,916 15,319 427,603 348,144 2,313 4,158	Eating Drink Place (8000 6.1 3.1 16.3 3.1 185.4 156.1 1.2 6.2 1.0 1.2 1.2 1.2 1.2 1.2 1.2 1.2 1.2 1.2 1.2	, 195 (c. Geo. Geo. Geo. Geo. Geo. Geo. Geo. Geo	7 eneral fdse, 8000) 12,028 10,089 9,582 2,714 43,465 19,730 1,423 854	Appa (800) 7, 6, 6, 3, 97, 91,	rel 0) .045 .264 .464 .955 .710 .024 	Furn House-Appl. (8000) 5,101 4,479 4,953 3,519 93,705 86,316 213 432	Auto- motiv (\$000 16,5 12,3 20,8 15,5 278,4 233,7	6 S () () () () () () () () () () () () ()	Gas stations (\$000)  8,617 5,012 16,784 3,187 100,087 72,319 910 2,479	Lumbe Bldg. Hdwre (\$000) 8,3 7,7 7,7 4,2 73,9 82,7 1,00 2,90	67 63 08 34 22 40 29 31 88	Drugs (\$000) 3,002 2,565 5,786 2,246 75,636 61,317
Altogany.  Acumberland. Anne Arundel. Annapolis. 1Baltimere. 2 ABltimore. Calvert. Caroline. Carrell. Westminster.	tre-politant an Area	Flot Said (800) 100 78 180 57 1,792 1,828 16 23 86 27	ail es 200)  2,616 5,846 0,438 7,636 2,682 5,421 0,584 3,698 8,840	U.S.A.  .0612 .0370 .0751 .0288 .8956 .7631 .0063 .0118 .0263	Per Held. Retail Sales 3,771 3,450 4,468 4,000 4,010	Buyi Pow Indi .041 .020 .021 .866 .656 .016 .027 .006	91   Queen   Q	89 118 89 124 106 114 89 88 88	Indicof Sa Produce 9 16 7 16 11: 13 6 18: 8	9x 568 ction 3 8 8 5 9 9 0 4 4 1 2 2 8 9 9	Food (8000) 29,601 17,942 51,916 15,319 427,603 348,144 2,313 4,158 12,340 6,630	Eating Drink Place (8000)  5,5 3,2 16,3 16,3 1,2 6,2 6,0 7	, 195 (	7 eneral fdae, 8000) 12,028 10,089 9,582 2,714 43,465 19,739 1,423 884 6,078	Appa (800) 7, 6, 6, 3, 97, 91,	rel 0) .045 .264 .464 .955 .710 .024 .148 .672 .728	Furn House-Appl. (\$300) 5,161 4,479 4,953 3,519 93,705 86,316 213 432 2,267	Automotiv (\$000 16,5 12,3 20,8 15,5 275,4 233,7 1,9 4,1 11,8	S (1541 1556 196 1555 116 1 1779 148 1779	Gas stations (\$000)  8,617 5,012 16,784 3,187 100,087 72,319 910 2,479 3,945	Lumbe Bldg. Hdwre (\$000) 8,3 7,7 7,7 4,2 73,9 82,7 1,00 2,90 6,30	87 63 63 63 34 22 40 29 31 88 54	Drugs (\$000) 3,002 2,565 5,786 2,246 78,630 61,317 34 683 1,264
Altegany.  Acumberland. Anna Arundel. Annapolis. Baltimore.  2 A Baltimore. Carvelt. Carroll. Westminster.  Cecil. Elkton.	tre-politan Area . 197 . 12	Rot Sai (800) 100 78 156 57 1,792 1,528 16 21 33 14	ail es 300)  2,616 5,846 0,438 7,636 2,682 5,421 0,584 3,698 8,540 7,141 8,959 1,210	.0812 .0370 .0751 .0288 .8956 .7621 .0053 .0118 .0283 .0130	Per Held. Retail Sales 3,771 3,450 4,466 4,080 4,010 3,087	Buyi Pow Inde .046 .026 .086 .056 .056 .066 .076 .077 .006	ing Quarter 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	89 118 89 124 106 114 89 88 84 177 80 131	Indi of Sa Produce 9 16 7, 16 11: 13 6 18: 8 34:	9x 568 ction 3 8 8 5 9 9 0 4 4 1 2 2 8 9 9	Food (8000) 29,601 17,942 51,916 15,319 427,603 348,144 2,313 4,158 12,340	Eating Drink Place (8000)  5,5 3,2 16,3 16,3 1,2 6,2 6,0 7	, 195 66. General Section (1986) 9851 9877 3333 214 488 3 159 3 2286 618 9720 963	7 200000 12,028 10,089 9,582 2,714 43,465 19,739 1,423 2,001 2,701 1,085	Appa (800) 7, 6, 6, 3, 97, 91,	rel (0) .045 .264 .464 .955 .710 .024 .148 .672 .728 .445	Furnlouse-Appl. (\$300)  5,101 4,479 4,953 3,519 93,705 96,316 213 432 2,287 1,048	Automotiv (\$000 16,5 12,3 20,8 15,5 275,4 233,7 1,9 4,1 11,0 6,6	555 (166 1 1552 166 1	Gas stations (8000)  8,617  5,012 16,784 3,187 100,087 72,319 910 2,479 3,945 1,441	Lumbe Bidg. Hdwre (\$000) 8,3 7,7/ 7,7/ 4,2: 73,9: 82,7/ 1,00 2,9: 6,3: 3,3:	87 63 63 34 22 40 29 31 88 54	Drugs (\$000) 3,002 2,568 5,786 2,246 75,630 61,317 34 663 1,264 899
CITIES  Altogany.  Acumberland.  Anne Arundel.  Annapolis.  18altimore.  2 & Baltimore.  Carvett.  Caroline.  Carroll.  Westminster.  Cacil.  Elkton.  Charles.	tro-politan Area . 197 . 12	Rot Sai (800) 100 78 156 57 1,792 1,528 16 21 33 14	ail es 300) 2,616 5,846 0,438 7,636 2,682 5,421 0,584 3,698 8,540 7,141 8,959	.0512 .0370 .0751 .0288 .8956 .7621 .0053 .0118 .0283 .0130	Per Held. Retail Sales 3,771 3,450 4,466 4,080 4,010 3,087	Buyi Pow Inde .046 .026 .086 .056 .056 .066 .076 .077 .006	ing Quarter 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	89 118 89 124 106 114 89 88 84 177 80	Indi of Sa Product 9 16 7 16 11: 13 6 18: 8 34:	9x   10   10   10   10   10   10   10   1	Food (8000) 29,601 17,942 51,916 15,319 427,803 348,144 2,313 4,158 12,340 6,630 7,900	Eating Drink Place (\$000)  5.5 16,3 3,1 185,4 156,1 1,2 6 2,6 3,9 1,1 3,6	, 1 95 (c. )	7 eneral (dee. 8000) 12,028 10,089 9,582 2,714 43,485 19,730 1,423 884 6,078 2,061	Appa (800) 7, 6, 6, 6, 3, 97, 91,	945 204 484 484 495 7710 0024 148 672 728 445 434 300 183	Furn	Automotiv (\$000 16,5 12,3 20,8 15,5 275,4 233,7 1,9 4,1 11,9 6,6	- e S ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) (	Gas Sations (\$000) 8,617 5,012 16,784 3,187 100,087 72,319 910 2,479 3,945 1,441 3,273	Lumbe Bidg. Hdwre (\$000) 8,3 7,7/ 7,7/ 4,2: 73,9: 82,7/ 1,00 2,9: 6,3: 3,3: 2,2:	67 63 63 63 33 4 22 40 29 31 88 54	Drugs (\$000) 3,002 2,566 5,786 2,246 75,630 61,317 34 663 1,264 896
CITIES  Altogany.  ACumberland.  Anne Arundel.  Annapolis.  18ahimore.  2 A Baltimore.  Carvert.  Caroline.  Carrell.  Westminster.  Cecil.  Elkton.  Charles.  Dorchester.	tro-politan Area . 197 . 12	Rot Sai (800 100 100 100 100 100 100 100 100 100	ail es 300)  2,616 5,846 3,438 7,636 2,682 5,421 3,584 3,596 1,210 3,831 0,987	.0512 .0379 .0751 .0288 .8956 .7621 .0053 .0118 .0283 .0136 .0071 .0144 .0150	Per Haid. Hetaid Salos 3,771 3,450 4,468 4,080 4,010 3,087 4,178 3,683	Buyin Pow India 1	91 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	seality ndex  89 118 89 124 106 114  89 88 84 177 80 31 80 84	Indice of Sa Production of Sa Production of Sa Production of Sa	3 3 8 8 5 5 9 0 0 4 4 1 1 2 2 2 8 8 7 7 3 3 9 9	Food (8000)  29,601 17,942 51,916 15,319 427,603 348,144  2,313 4,158 12,340 6,630  7,900 3,402 8,194 7,802	Eating Drink Place (8000)  5.1 3.2 16.3 3.2 185.4 156.1 1.2 6 2.0 7 3.9 1.1 3.6 1.2	, 1 95 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	7 2000000000000000000000000000000000000	Appa (860 6 6 8 3, 97, 91,	00 945 2264 4464 9955 710 024 148 672 728 445 434 300 183 829	Furn	Automotiv (\$000) 16.9 12,33,72 12,93,77 1,99 4,11 11,0 6,0 4,9 4,9 7,77	6 8 (141 1556 1556 1556 1557 161 161 161 161 161 161 161 161 161 16	Gas stations (8000)  8,617 5,012 16,784 3,187 100,087 72,319 910 2,479 3,945 1,441 3,273 1,014 2,967 1,253	Lumbe Bidg. Hidwe (\$000)  8,3 7,7 7,7 4,2: 73,9: 83,7 1,0: 2,9: 6,3: 3,3: 2,2: 1,5: 2,4: 3,1:	67 63 08 34 22 40 29 16 88 54 48 24 49	Drugs (\$000) 3,002 2,566 5,786 2,246 75,633 61,317 34 663 1,264 896 537 181 570 500
Altegany.  Acumberland. Anne Arundel. Annapolis.  Bahtimere. 2 Abaltimore. Caroline. Carrell. Westminster. Cecil.	tro-politan Area . 197 . 12	Rot Sai (800 100 100 100 100 100 100 100 100 100	ail es 300)  2,616 5,846 0,438 7,636 2,682 5,421 0,584 3,698 6,540 7,141 8,959 1,210 3,831	.0812 .0370 .0751 .0288 .8956 .7631 .0053 .0118 .0283 .0130	Per Haid. Hetaid Salos 3,771 3,450 4,468 4,080 4,010 3,087 4,178 3,683	Buyi Pow Indi .041 .020 .090 .020 .886 .656 .006 .016 .027 .006	91 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	sality ndex  89 118 89 124 106 114  69 88 84 177 30 131 80	Indice of Sa Production of Sa Production 116 116 116 118 118 118 118 118 118 118	3 3 8 8 5 5 9 0 0 4 4 1 1 2 2 2 8 8 7 7 3 3 9 9	Food (8000)  29,601 17,942 51,916 15,319 427,603 348,144 2,313 4,158 12,340 6,639 7,900 3,402 8,194	Eating Drink Place (\$000)  5.5 16,3 3,1 185,4 156,1 1,2 6 2,6 3,9 1,1 3,6	, 1 95 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	7 200 oneral fides, 1000 oneral	Appa (860 6 6 8 3, 97, 91,	945 204 484 484 495 7710 0024 148 672 728 445 434 300 183	Furn	Autemotiv (\$000 16,8,12,3 20,88 15,5 275,4 233,7 1,9 4,1,1 11,8 6,6	6 8 (141 1556 1556 1556 1557 161 161 161 161 161 161 161 161 161 16	Gas Rations (8000) 8,617 5,012 16,784 3,187 100,087 72,319 910 2,479 3,945 1,441 3,273 1,014 2,967	Lumbe Blds. Hidwre (\$000) 8,3 7,7 7,7 4,2: 73,9: 82,7 1,0: 2,9: 6,3: 3,3: 2,2: 1,5: 2,4:	67 63 08 34 22 40 29 16 88 54 48 24 49	Drugs (\$000) 3,002 2,565 5,780 2,240 75,630 61,317 34 663 1,264 896 537 181
CITIES  Altogany.  Acumberland.  Anne Arundel.  Annapolis.  18altimore.  2 & Baltimore.  Carvett.  Caroline.  Carrell.  Westminster.  Cacill.  Elikton.  Charles.  Dorchester.  Cambridge.	tro-political and Area 197	Rote Sai (800 100 100 100 100 100 100 100 100 100	ail es 300)  2,616 5,846 3,438 7,636 2,682 5,421 3,584 3,596 1,210 3,831 0,987	.0512 .0379 .0751 .0288 .8956 .7621 .0053 .0118 .0283 .0136 .0071 .0144 .0150	Per Haid. Retail Sales 3.771 3.456 4.466 4.010 3.017 4.178 3.653	Buyin Pow India 1	ing or	seality ndex  89 118 89 124 106 114  89 88 84 177 80 31 80 84	Indice of Sa Production of Sa Production of Sa Production of Sa	3 8 8 5 5 9 9 0 0 4 4 1 1 2 2 B B 9 9 8 8 7 7 3 3 9 9 4 4	Food (8000)  29,601 17,942 51,916 15,319 427,603 348,144  2,313 4,158 12,340 6,630  7,900 3,402 8,194 7,802	Eating Drink Place (8000)  5.1 3.2 16.3 3.2 185.4 156.1 1.2 6 2.0 7 3.9 1.1 3.6 1.2	, 1 95 6 6 C. (c. (c. (c. (c. (c. (c. (c. (c. (c. (c	7 2000000000000000000000000000000000000	Appa (\$000) 7, 6, 6, 3, 97, 91, 11, 11, 11, 11, 11, 11, 11, 11, 11	00 945 2264 4464 9955 710 024 148 672 728 445 434 300 183 829	Furn	Automotiv (\$000) 16.9 12,33,72 12,93,77 1,99 4,11 11,0 6,0 4,9 4,9 7,77	e e ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( )	Gas stations (8000)  8,617 5,012 16,784 3,187 100,087 72,319 910 2,479 3,945 1,441 3,273 1,014 2,967 1,253	Lumbe Bidg. Hidwe (\$000)  8,3 7,7 7,7 4,2: 73,9: 83,7 1,0: 2,9: 6,3: 3,3: 2,2: 1,5: 2,4: 3,1:	67 63 63 63 63 63 64 64 64 64 64 64 64 64 64 64 64 64 64	Drugs (\$000) 3,002 2,566 5,786 2,246 75,633 61,317 34 663 1,264 896 537 181 570 500
CITIES  Altogany.  Acumberland.  Anne Arundel.  Annapolis.  18altimore.  2 & Baltimore.  Carvett.  Caroline.  Carrell.  Westminster.  Cacill.  Elikton.  Charles.  Dorchester.  Cambridge.	tro-polition Area 197 12 12	Rote Sai (800 100 100 100 100 100 100 100 100 100	miles 000) 22,616 5,846 0,438 0,438 0,438 0,438 0,438 0,438 0,438 0,438 0,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,438 1,	U.S.A.  .0512 .0379 .0751 .0288 .8956 .7621 .0053 .0118 .0283 .0130 .0169 .0071 .0144 .0150 .0120	Per Haid. Retail Sales 3,771 3,456 4,468 4,010 3,087 4,178 3,683 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4,180 4	Buyin Pow India 1	Page	89 118 89 124 106 1114 89 88 84 177 80 31 80 84 114	Indic of Sa Preduction 116 116 116 116 116 116 116 116 116 11	9x   10   10   10   10   10   10   10   1	Food (8000) 29,601 17,942 51,916 427,603 348,144 2,313 4,138 12,340 6,630 7,900 3,402 8,184 7,802 5,475	Eating Drink Place (4000)  5.1 5.3 185.4 156.1 1.2 6.2 6.1 3.9 1.1 3.6 1.2 1.0	, 1 95 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	7 7 12,028 10,089 9,582 2,714 43,486 19,730 1,423 854 6,078 2,061 2,708 1,085 2,002 1,479	Appa (800) 7. 6. 6. 3. 87. 91. 1. 1. 1. 3.	rel 1 .045 .264 .464 .955 .710 .024 .142 .672 .728 .445 .434 .300 .183 .829 .829	Furnlouse-Appl. (\$300)  5,101 4,479 4,953 3,519 93,705 86,316 213 432 2,287 1,048  1,018 447 131 1,409 1,446	Auto- motive (\$000) 16,8 12,3 20,8 15,5,5 275,4 233,7 1,9 4,1 11,0 6,6 8,2 3,4,4 4,9 7,7,7 7,3	60 S ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) (	Gas sations (8000) 8,617 5,012 16,784 3,187 100,087 72,319 910 2,479 3,945 1,441 3,273 1,014 2,967 1,253 522 5,831	Lumbe Bidg, 140 Miles 140	67 667 687 683 34 222 40 29 31 88 54 76 48 49 779	Drugs (8000) 3,002 2,566 5,786 75,630 61,317 34 663 1,264 896 537 181 570 500
CITIES  Altogany.  Acumberland. Anne Arundel. Annapolis.  1Baltimere.  2 A Baltimore.  Caroline.  Carrell.  Westminster.  Cecil.  Eikton.  Charles.  Dorchester.  Cambridge.  Frederick.	tro- polition Area 197 12	Retor   Sain   (800   Sain   (800   Sain   (800   Sain   (800   Sain	miles 22,616 5,846 3,438 3,438 3,438 2,682 5,421 3,598 4,210 3,831 1,210 3,831 1,005 5,680	U.S.A.  .0612 .0370 .0751 .0288 .8956 .7631 .0053 .0138 .0283 .0130 .0169 .0071 .0144 .0150 .0120	Per Hsid. Retail Sales 3,771 3,456 4,468 4,006 4,010 3,087 4,178 3,683 4,180	Buys Pow Inde	ing or	88 1118 89 124 106 114 69 38 84 84 114 991	Indic of Sa Product 9 16 7 16 11 13 8 8 34 16 8 16 16 8 8 8 8 8 16 8 8 8 8 8 8 8 8	3 3 3 5 5 5 9 9 0 0 4 4 1 1 2 2 2 8 8 9 9 9 9 9 9 9 9 9 9 9 9 9 9 9	Food (\$000)  29,601 17,942 51,916 15,319 427,603 348,144 2,313 4,1384 12,340 6,630 3,403 3,194 7,802 5,475	ATES,  Eating Drink Place (3000)  5,4 3,2 16,3 1,2 4 2,0 7 3,9 1,1 3,6 1,2 1,0 4,3	1 95 d.	7 2,028 3,000 12,028 10,089 9,582 2,714 43,465 19,739 1,423 854 6,078 2,001 2,701 1,085 3,506 2,002 1,479 9,485	Appa (800 7. 6. 6. 3. 97. 91. 1. 1. 3. 3. 2.	100,045,264,464,464,464,464,464,464,464,464,464	Furn.,(	Auto-motiv (\$000) 16.5 12.33 20.8 12.33 1.9 4.1 11.0 6.6 8.2 3.4 4.9 7.7 7.3	e S (1556 1966 1555 116 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Gas stations (\$000) 8,617 5,012 16,764 3,187 100,087 72,310 910 2,479 3,945 1,441 3,273 1,014 2,967 1,253 522	Lumbee Bidg. Bidg. Fidwrer (\$000) 8,3,7,7,7,7,7,7,7,7,7,7,7,1,0:2,6:6,3,3,3,3,3,1,2,2:1,5,2,44,3,1,1,2,3	67 667 663 008 334 222 40 29 31 88 554 44 49 779 38 909	Drugs (8000) 3,002 2,566 5,786 (75,630 61,317 34 663 11,264 896 537 181 576 500 499
CITIES  Altogany.  ACumberland. Anne Arundel.  Annapolis. 1Baltimore.  2 & Baltimore.  Caroline.  Carrell.  Westminster.  Cecil.  Elkton. Charles.  Dorchester.  Cambridge.	tropolitan Area 197 12 12	Rect   Salit    miles 2,618 2,618 3,438 7,636 2,682 2,682 2,682 3,5540 7,141 1,210 3,831 1,210 5,831 1,005	U.S.A.  .0612 .0370 .0751 .0288 .8956 .7621 .0063 .0118 .0203 .0130 .0169 .0071 .0144 .0180 .0120	Per Hsid. Retail Sales 3.773 3.456 4.468 4.086 4.016 3.087 4.178 3.683 4.180 3.813	Buys Pow India 1	ing	59 118 89 124 106 114 69 38 84 114 91 334	Indice of Sa Production of Sa Production of Sa Production of Sa Production of Sa Indice of Sa In	9x	Feed (\$000) 29,601 17,942 51,916 15,319 427,603 348,144 12,340 6,630 7,900 3,402 5,475 16,808 11,185	ATES, 2 Eating Drink Place (3000) 6.1. 3.5. 16.3. 3.3. 185.4. 156., 1 2.0. 2.0. 3.9. 1.1. 3.6. 4.3. 2.1.0. 4.3. 2.1.0.	, 1 95 d. d. c.	7 2000000000000000000000000000000000000	Appar (800 ) 7. 6. 6. 6. 3. 3 97. 91. 1. 1. 1. 2. 2.	rei (0) .045 .264 .464 .464 .464 .464 .464 .464 .464	Furn(ouse-Appl., 88000)  5,101 4,479 4,953 3,519 93,705 86,316 1,018 447 1,018 447 1,11 1,499 1,446 3,194 1,737	Auto-motiv (\$000) 16.5 12,33 20.8 15.5 15.5 16.9 11.9 4.1 11.9 6.0 8.22 3.7 7,3 4.9 13.8 8.2	- e S ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) (	Gas stations (8000) 8,617 5,012 16,784 3,187 72,319 910 2,479 3,945 1,441 3,273 1,014 2,967 1,283 622 5,831 3,509	Lumbee Bidg. Bidg. Hidwre (\$000) 8,3,3,7,7,7,7,4,2; 73,9; 82,7,7 1,00 2,6; 8,30,3,3,1 2,2; 1,5,5,4,4 2,4,4 2,4,4 3,1,1,3,5,4 3,7,7	667 663 008 334 222 440 29 31 88 88 76 48 24 49 79	Drugs (\$000) 3.0002 2.566 6.784 2.246 75.633 61,317 34 663 1,264 896 537 181 570 600 496	
CITIES  Altogany.  Acumberland. Anne Arundel. Annapolis. 18altimore.  2 & Baltimore.  Caroline. Crambrider. Cabell. Carles. Carbester. Cambridge. Frederick. Garrett.	re-politina Area 197 12 12	Rect Salar (900 Salar	miles 22,618 5,846 1,438 7,636 2,682 5,421 1,584 1,584 1,584 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1,184 1	U.S.A.  .0512 .0370 .0751 .0288 .8956 .7631 .0063 .0118 .0293 .0130 .0168 .0190 .0190 .0237 .0097	Per Hsld. Retail Salos 2 3,771 3,456 4,461 4,461 4,010 3,087 4,176 3,653 4,186 3,813 4,186	Buys Pow India 1	10   10   10   10   10   10   10   10	58 118 89 124 114 69 38 44 114 91 334 75	Index of Sa Production 116 116 117 118 118 118 118 118 118 118 118 118	9x	Food (\$000) 29,601 17,942 51,916 15,319 427,603 348,144 2,313 42,340 6,630 7,900 3,402 8,194 7,802 5,475 11,185 4,284	TES,  Eatings Place (3000  5, 8, 8  16, 3, 8, 8  1, 156, 1  1, 2  2, 0  3, 9  1, 1  3, 6, 6  1, 2  1, 0  4, 3  2, 1  1, 2	1 95 (4.6. G. N. (1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	7 2,028 10,089 9,582 2,714 1,423 854 6,078 2,061 1,085 2,061 1,085 2,061 1,479 8,485 6,661 1,435	Appa (800 7. 6 6. 6. 3. 97. 91. 1. 1. 3. 2. 3.	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Furn(ouse-Appl., (8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(8000) -(	Aute-motiv (\$000) 16.5, 20.8, 20.8, 20.8, 4.11, 9.6, 6.6 8.2, 3.4, 4.9, 7.7, 7.3	- e S ( ( ) 541 1556 196 1555 179 161 161 161 161 161 161 161 161 161 16	Gas stations (900)  8,617 5,012 16,784 3,187 100,087 72,319 910 2,479 3,945 1,441 2,967 1,283 623 5,831 5,639 1,816	Lumbee Bidg. (\$000) 8.33,77,77,77,4,2:2,73,9:63,77,10,00 2.6:33,74,2:2,2:1,5-2,4:4,2:3,1:2,3;3,7,7,7,7,7,7,7,7,7,7,7,7,7,7,7,7,7,7	63 08 34 22 40 29 31 68 54 76 48 24 49 79	Drugs (\$000) 3,002 2,566 5,786 2,244 75,630 61,317 34 663 6537 181 570 5000 1,684 486 486

1 Battimore County combined with the independent city of Battimore.
2 General merchandise sales include sales of "non-store retailers." This category
was included in the 1948 Census and is particularly significant for cities listed
in the editorial introduction, starting on Page 13, under heading "Mail Order."

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

SM, 1958.

# TWO OF AMERICA'S FINER RADIO-TV STATIONS

960 KC Est. 1940



Chan. 16 Est. 1954

At Radio - TV Park . . . Salisbury, Md.

## DOMINATE THIS \$690,000,000 MARKET

ON THE DEL-MAR-VA PENINSULA AREA

172,000 radio homes. Used by far more advertisers daily than any other medium in this market.

REP: Burn-Smith Co., Inc.

WBOC RADIO, now 5,000 watts, serves WBOC-TV is the only television station serving the market. More than 89% of "setsin-use" at peak periods seven nights weekly. REP: Headley-Reed Co., Inc.

MARYLAND	Ma-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957					rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poll- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hald, Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl, (\$000)	Auto- motive (8000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Howard		22,619	.0113	3,090	.6138	82	87	3,019	2,959	1,115	220	461	7,827	3,689	1,059	603
Kent		17,641	.0009	4,103	.0081	91	100	4,002	737	1,185	473	863	3,557	974	2,525	300
Montgomery	157	327,416	.1635	3,843	.2185	123	92	87,160	14,304	52,460	15,144	9,012	65,199	25,401	25,897	12,70
Rockville		23,495	.0117		.0180	103	67	6,538	1,150	1,202	1,388	935	4,641	2,236	3,138	933
Betheeda		98,094	.0490		.0631	141	111	25,517	4,356	16,976	4,251	2,668	19,897	7,081	7,306	3,819
Takoma Park		24,680	.0123		.0134	131	121	14,364	218	2,141	405	882	571	2,870	1,092	1,36
Prince Georges	157	291,596	.1457	3,336	.1923	100	76	104,539	23,520	11,491	6,397	4,591	59,130	31,724	22,244	14,08
Hyattsville		63,648	.0318		.0176	180	342	16,151	1,941	1,239	1,087	569	33,600	4,607	728	2,740
College Park		19,705	.0008		.0127	128	90	6,301	2,287	464	634	94	5,090	2,063	447	1,131
Mount Rainier		6,461	.0032		.0067	100	48	3,307	232	243	283	98	151	792	81	933
Laurel		23,466	.0117		.0064	183	334	6.078	2,460	1,001	938	1.227	5,654	2,300	931	543
Queen Annes		13,153	.0006	3,059	.0067	75	74	2,877	588	1,459	98	343	709	1.783	2.622	271
St. Marys		28,747	.0128	3,029	.0182	79	56	6,423	3,321	3,758	822	765	3,712	2,831	1,549	780
Somerset		15,666	.0079	2,700	.0090	75	88	5,125	489	883	318	564	1,882	1,565	874	430
Talbet		35,491	.0177	5,915	.0123	108	183	6,972	1,062	1,344	1,408	2,037	6,019	2,862	2,328	1,27
Easton		28,037	.0140		.0060	182	268	4,824	713	962	1,372	1,739	5,734	1,273	1,884	1,100
Washington	215	115,406	.0576	4,598	.0512	100	113	25,175	8,870	13,509	6,950	5,230	24,605	8,693	9,563	3,12
△Hagerstown		89,328	.0446		.0305	133	195	18,297	6,052	12,519	6,273	4,514	21,218	5,748	5,777	2,42
Wicomico		74,091	.0371	5,292	.0289	108	136	14,820	3,087	7,900	5,249	4,178	15,678	4,848	6,262	1,86
Saliebury		59,129	.0295		.0180	101	298	11,568	2,600	6,992	8,057	3,816	13,126	3,394	5,540	1.09
Worcester		41,869	.0208	5,556	.0146	97	139	7,331	3,719	3,600	1,275	1,711	9,819	2,373	2,627	1.05
Posomake City		13,641	.0068		.0037	184	283	2,082	328	2,037	435	789	5,321	638	506	23
Total Above Cities		2,263,684	1.1306		.9405	120	145	533,502	192,944	392,442	130,743	118,708	413,793	123,185	105,692	87,39
State Total		3,380,219	1.6886	4,131	1.7541	102	98	858,546	293,999	497,447	159,648	145,563	588,259	241,704	199,059	128,91
METRO, AREAS				RET	TAIL S	ALES-	SAD E	STIMA	TES, 1	957						-
Baltimore	12	1,943,120	.9707	4,369	.9569	104	106	479,519	201,821	353,047	104,174	98,658	296,312	116,871	81,630	81,41
△Cumberland	197	102,616	.0512	37773	.0491	89	93	29,601	5,951	12,028	7,045	5,101	16,541	8,617	8,387	3,00
△Hagerstown	215	115,408	.0676	4,598	.0612	100	113	25,175	8,870	13,500	8,960	5,230	24,605	8,693	9,563	3,12
Total Above Areas		2,161,144	1.0795	4,348	1.0572	103	106	534.295	216,642	378,584	118,169	108,989	337,458	134,181	99,560	87,54

8.6	AC	SA	-	HIL		E 1	TT	E		(Other	New	England	States:	Connecticu	t. Maine.
EAR	M 3	JA	-	III V	0		8 8	-3	_	New	Hame	shire	Rhode	Island	Vermont )

	(30			NU	MBE	R OF	ou	TLET	8					("01			NU	MBE	R OF	OUT	TLET	5		
Map, page 428  City County	Pap. (the	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdae.	Asparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs	City	County	Pep. (the	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Adams												Beverly	Essex	33.0	305	71	47	33	14	10	17	35	9	12
RenfrewBerkshire	15.2		- 4									Boston	Suffolk	742.0	9,402	2,383	1703	955	924	509	198	406	250	416
ArlingtonMiddlesex	48.9	0	-10									Braintree.	Norfolk	29.1										
AtholWorcester	12.5		10									Brockton	Plymouth	62.7	835	181	120	74	108	48	38	84	46	22
AttleboroBristol	25.5	272	68	37	22	26	13	18	21	17	8	Brookline.	Norfolk	63.8										
Barnstable Barnstable	13.0		40									Cambridge	Middlesex	122.3	1,234	308	284	96	91	64	38	92	35	88
BelmontMiddlesex	29.5											Cholsea	Suffolk	35.6	518	170	71	40	51	22	15	28	24	22

^{*}Not Available.

## METROPOLITAN PITTSFIELD

## The Most Responsive Families in the State

Metropolitan Pittsfield's family retail sales average \$4,378—second only to Boston's among the state's metropolitan areas. And remember: Pittsfield's average (unlike Boston's) reflects the spending of *local* metropolitan families.

Family income throughout the county area—\$5,933—tops the U.S. average—rises to \$6,614 in the city of Pittsfield. Area-wide prosperity is based chiefly on high-pay industries. More than 27,000 industrial wage-earners in city zone plants alone.

Selling Metropolitan Pittsfield (Berkshire County) is easy, economical. The Berkshire Eagle, with county-wide news coverage, provides better than 100% coverage of the city zone, is read in 8 out of 10 county homes—and packs the biggest sales wallop in the state . . . with more local linage than any other Massachusetts daily.

The Strongest Selling Impact in the State

# The Berkshire Eagle

PITTSFIELD, MASS.

Represented by The Julius Mathews Special Agency, Inc.

		3			NUN	ABER	OF	OUT	LET	8							3			NU	MBE	R OF	OUT	LET	8	
MASS. (continued) City Cou	nty	Pep. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs		City	C	county	Pep. (theue.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Aute.	Gas Sta.	H-8-1
ChicopeeHampd ClintonWercee DanversEssex.	ler	56.0 13.0 18.7	507	131	93	45	23	32	22	49	29	20	7/6 7/6	edford. elrose ethuen.	Mide	diesex diesex, .	. 67. 30. 26.	1 19				12	24 7 •	18 8	30	32 15
DedhamNorfeli EverettMiddle Fall RiverBristel FitchburgWorces	50X	23.1 44.6 108.7 43.7	443 1,378 538	141 389 130		34 115 39	22 125 53	27 78 24	17 51 28	32 102 52	14 57 27	25 39 24	M	iddie- beraugh ilford tick	Wer	nouth cester		0								•
FraminghamMiddle		33.4	0.38	130	02	9	9	0	*	92	8	9		edham.			. 24.									
GardnerWorces GleucesterEseex. Great	ter	20.2 26.5	240 356	43 93		22 34	22 27	14 21	17	20 31	14	12	No	wburyp	ord. Brist ort. Esse Mid	x	. 107. . 14.	8 22	2 47	36	19	144 22 29	86 21 30	57 12 25	138 17 58	49 9 31
Barrington, Berkshi Greenfleid, Frankli		8.0 18.5			1 1					:		29	No	orth	oBrisi		. 13.	1						20	9	
Haverhill Essex. Holyoke Hampd		46.0 53.8	598	122		52 30	73 80	34 55	24 25	58 35	20 36	21			ms Berk		. 20.					35 37	23 27	15	25 20	7
LawrenceEssex.			1.193	379	1 1		126	81	35	63	28	40		rmamp rweed.	tonHam		. 31.		5 51			37	27	23	20	18
LeominsterWerces		25.2	299 1,077	83 321		35	17 87	26 51	22 25	24 81	11 38	10		imer		pden			1	54		11	* 7	10	27	
LynnEssex. MaidenMiddle Maribersugh. Middle	80X	98.8 60.0 17.5	1,183 627	296 157 34	194 66		119 58 21	49 38 14	47 23 13	86 57	40 24 ·7	42 30	P	ttsfield. ymouth.	Bork	cahire	. 56.	6 60	7 116		77	70	39	35	48	23
			SM		PULA			58	1			FECTIVI		_ 0	M ES	TIMAT			The	"SN	l" syr					exclu-
COUNTIES	Me- tro- poli-		1	-	House		on-	Urba							Income	1		Inc	come B	reakd	own of	f Hou	sehol	ds		
CITIES	tan Area	Total (thou sands		70	holds (thou- sands)	Spe in Un	end- eg eits eus.)	Pop (thousand	i.	Ne Dolla (000	BF8	U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Halds.	000	\$2,500 % Halda.	DI	QZ.	00-6,90 % a. Inc		7,000- % Islds.	Gr.		000&e
Barnstable		53 18		0314 0075	17.		18.7	13	.2		,208	.0298	1,636		4,006	24.4	7.8	24.4	17.0	37.	42.		9.4	16.2	4.	1 16.
Berkshire	109	138 56		0810	41.		45.6 19.0		.6		,980	.0831	1,780		5,428 5,789	18.4	4.5 3.0	19.1	11.3	44.1		-	14.0	20.5		.0 20 .5 23
North Adams		20	.9 .	0121	6.	4	6.7				,405	.0116	1,650	5,390	5,118	18.0	5.3	22.7	14.6	43.0	-	- 1		18.7		.5 16
Great Barrington		8	.0 .	0047	2.	5	2.8				,261	.0048			5,030	19.9	5.7	21.5	13.6	41.	42.	.5 1	11.8	18.4	5	.5 19
Adams Renfrew		15	9	8800	4.	A	4.7		- 1	9.5	,651	.0086	1,688	5,830	5,356	14.1	3.9	19.6	11.8	47.	46.		4.0	20.9		.0 16

MAY 10, 1958

# * LAWRENCE,

Massachusetts

was listed as a Preferred

High-Spot City

every month during 1957

Lawrence EAGLE-TRIBUNE . . . Largest Newspaper In Essex County

*****		J	M E	OPULAT STUMATI	ION ES, 1/1/	58	BU	FECTIVI	COME	_ 0	H E	BTIMA	TES, 1	957	The	"SM" e estima				inal, e: AGEME	
MASS.	Me- tro- poli-			House-	Con- sumer	Urban					Income			In	come B	reakdov	en of H	leuseho	lds		
CITIES (rentinued)	tan Area	Total (theu- sands)	% of U.S.A.	helds (thou- sands)	Spend- ing Units (thous.)	Pop. (theu- sands)	Net Dollars (000)	0f U.S.A.	Per Capita	Per Hald.	Per C. S. U.	80-2 % Halds.	%	\$2,500 Halds	-3,999 % Inc.	\$4,000 % Halds.	-6,999 % Inc.	\$7,000 % Hslds.	-9,999 % Inc.	\$10,000 % Halds.	07/0
Bristol	48	397.6 107.5	.2311			-	<b>548,906</b> 180,008	.2178 .0603		-,	<b>8.083</b> 4,949	19.5 20.0	5.8 6.0	22.6 23.0	14.5 15.2	41.7 41.5	43.9 44.4	11.4 11.0	18.2 17.8	4.8	17.8 16.6
▲Fall River Taunton		108.7 41.9	.0632	11.4	12.5		174,377 64,454	.0585	1,538	4.600.0	4,986 5,126	18.7	5.6	22.8	14.9	42.8	45.5	11.4	18.3	4.3 5.1	15.7
Attleboro North Attleboro		25.5 13.6	.0148	0.00	8.1		46,370 23,967	.0155	1,818		5,664	15.7	4.2	20.5	11.8	42.7	40.4	14.4	20.7	6.7	22.9
Dukes		5.7	.0034		1.8		8,242	.0027	1,448	4,579	4,412	30.1	10.4	26.7	20.1	32.4	39.8	6.9	12.9	1	
LynnLawrence	18	554.4 98.8 72.9	.3223 .0575 .0424	29.9	34.9		1,020,699 193,347 126,688		1,841 1,957 1,738	6,466 5,759	5,507 5,534 5,060	16.0 12.6 15.7	3.2	10.4 16.8 21.7	9.4 13.5	44.0 48.3 44.9	41.9 44.1 45.8	14.0 15.7 13.1	20.1 21.7 20.2	6.6	21.6

SM Standard (A) and Potential ( $\Delta$ ) Metropolitae County Areas. *Not available

Before using these figures read foreword, page 13. © SM, 1958.

# TAUNTON Hub of \$106,441,000-Income Market

Taunton—with the top family income of Bristol County's three large cities—is the shopping center for 69,-204 people (ABC city zone and retail trading area).

Their retail purchases add up to \$71,-419,000—a "must" segment . . . 17%

... of the county's retail volume, to which the Taunton Daily Gazette offers the only inside approach.

You can't sell Bristol County without the Taunton market, and you're not selling Taunton unless you're in the Gazette.

## TAUNTON DAILY GAZETTE

TAUNTON, MASS.

Represented by The Julius Mathews Special Agency, Inc.

#### THE TAUNTON MARKET

POPULATION	69,204
INCOME	\$106,441,000
RETAIL SALES	71,419,000
FOOD	19,446,000
GENERAL MDSE.	6,159,000
APPAREL	6,090,000
FURNHOUSEHOLD	4,083,000
AUTOMOTIVE	12,249,000
GASOLINE	4,567,000
LUMBER-HARDWARE	3,529,000
DRUGS	2,284,000

# FALL RIVER, MASS.

a rich INDUSTRIAL MARKET

in the heart of

INDUSTRIAL NEW ENGLAND

and only ONE NEWSPAPER The Fall River HERALD NEWS

The

HERALD NEWS

90% COVERAGE
of ALL the Families
in the Fall River

A.B.C. MARKET

SELLS THIS BIG MARKET

Fall River's Buying Power . . . almost a quarter of a billion dollars . . . Retail Sales are based on broad — and expanding — diversification of industry. More than 300 Manufacturing Plants produce for the domestic and export markets.

FALL RIVER

HERALD NEWS

Covers this Rich, Industrial Market Exclusively and Completely

KELLY-SMITH COMPANY

National Representatives

NEW YORK . LOS ANGELES . CHICAGO . DETROIT . SAN FRANCISCO

PHILADELPHIA . SYRACUSE . BOSTON . ATLANTA

# SALEM—Where Essex County Spending Reaches Its Peak . . . 161 Sales Production Index

RETAIL TRADING ZONE

Among all Massachusetts cities its size or larger, Salem is second—and a close second—only to Boston in sales production. Sales are 61% above average for a city of Salem's size.

Salem tops the county in sales activity because the Salem market is made up of the county's richest families. Income averages \$6,537 in Salem, \$6,476 in the big city zone. As a result, Essex County's richest and busiest market offers advertisers a \$180,367,000 income target.

City zone sales total \$124,146,000—or 20% of the county's retail volume. On the basis of high income and sales concentration, Salem City Zone rates a consistent advertising attack. But first check comparative circulation records. They'll convince you that the Evening News alone can do the job.



# SALEM EVENING NEWS

SALEM, MASS.

Represented by The Julius Mathews Special Agency, Inc.

CITY ZONE 101,064

MASS.		0		PULAT	ION ES, 1/1/	58	EF BU	FECTIVI	E NCOME	- 6	M ES	TIMAT	ES, 11	167	The	"SM" e estima	symb tes by	ois ma SALES	rk orig	inal, e AGEMI	xclu- ENT.
COUNTIES	Mo- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdow	m of H	ousoho	ids		
CITIES (continued)	Area	Total (thou- sands)	0f U.S.A.	holds (thou- sands)	Spend- ing Units (thous,)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2, % Hsids.	499 % inc.	\$2,500 % Hskts.	%	\$4,000 Halda.	-6,999 % tnc.	\$7,000 % Haida.	%	\$10,000 Halds.	%
Salem		41.5	.0241	11.0	13.7		77,796	.0261	1,875	6,537	5,638	11.4	2.9	17.7	9.7	48.1	43.2	15.8	21.5	7.0	23.7
Haverhill		46.0	.0267	14.2	16.1		83,749	.0281	1,821	5,898	5,170	18.0	8.0	20.5	13.5	42.5	42.3	13.2	19.9	5.8	20.3
Gloucester		26.5	.0154	8.1	8.6		45,053	.0151	1,700	5,562	5,217	18.6	5.3	21.3	13.3	43.0	43.0	13.0	20.0	5.1	18.4
Beverly		33.0	.0192	9.8	10.9		61,705	.0207	1,870	6,296	5,613	15.7	4.1	17.9	10.1	44.3	40.7	14.7	20.5	7.4	24.6
Newburyport		14.8	.0086	4.3	8.0		25,611	.0086	1,730	5,956	5,061	16.6	4.7	20.7	12.7	44.6	44.7	12.8	19.3	5.3	18.6
Peabody		27.5	.0100	7.9	8.9		50,549	.0169	1,838	6,399	5,664	12.4	3.2	18.3	10.2	47.3	43.0	14.9	20.4	7.1	23.2
Methuen		26.0	.0157	7.9			47,833	.0161	1,778	6,055											
Danvers		18.7	.0100	4.2	4.8		28,897	.0090	1,438	6,404	5,597	10.0	2.6	19.0	10.6	50.0	46.0	14.8	20.6	6.2	20.2
Franklin		55.2	.0321	17.3	19.0	25.9	91,795	.0307	1,003	5,306	4,811	20.0	6.1	23.4	18.8	42.3	46.2	10.3	17.0	4.0	14.8
Greenfield		18.5	.0107	5.1	6.8		35,017	.0118	1,893	6,866	5,086	10.0	2.6	18.8	10.6	50.6	47.0	14.7	20.6	5.9	10.2
Hampden	142	402.2	.2338	118.3	137.7	351.1	772,424	.2590	1,920	6,529	5,008	12.4	3.2	17.1	9.3	47.5	42.9	16.0	21.8	7.0	22.8
▲Springfield		166.5	.0969	48.9	60.4		339,315	.1138	2,038	6,939	5,616	10.3	2.5	15.6	8.3	49.4	43.0	17.1	22.5	7.6	23.7

SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas. "Not available

Before using these figures read foreword, page 13.

Careful reading of the explanatory introduction, starting on page 13, will help you make the most profitable use of the Survey of Buying Power data.

In the Solidly Prosperous

# HOLYOKE CITY ZONE

(123,645 Population-A.B.C.)

\$220,620,000 Income **\$6,413 Per Family** 

\$148,200,000 Retail Sales \$4,310 Per Family

**Covered Effectively** ONLY by the Transcript-Telegram "Solidly prosperous" is right. Family income—based largely on high wages paid by more than 200 highly diversified plants-is \$490 above the national family income average.

Family spending tops the national family figure by \$325-adds up to a huge 24.4% of the metropolitan area's total sales. That's a mighty big bulge—or hole—in your sales volume . . . depending on how successful you are in selling the city zone's 34,400 families.

Only the strictly local approach of the Transcript-Telegram insures thorough coverage and effective selling of this market.

# The HOLYOKE TRANSCRIPT-TELEGRAM

City Zone's Daily Reading Habit for Generations

Holyoke, Mass. Represented by The Julius Mathews Special Agency, Inc.

MASS.		0	M Po	PULAT	TON ES, 1/1/	58	EFI BU	FECTIVI YING IP	COME	_ (	ES ES	TIMAT	ES, 1	957	The	% % % % % % %							
COUNTIES	Me- tro- poli-			House-	Cen-	Urban					Income			inc	ome B	reakdow	m of H	lousehe	lds				
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Dollars (000)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	80-2 % Hslds.	499 % Inc.	\$2,500- Halds.	3,990 % Inc.	%	-6,900 % Inc.	\$7,000 % Haida.	-8,999 % Inc.	\$10,000 % Heids.	% Inc.		
▲Holyoke		53.8	.0312	16.4	18.6		98,269	.0329	1,827	5,992	5,265	15.2	4.2	19.5	11.7	45.8	44.8	14.0	20.6	5.5	18.7		
Chicopee		56.0	.0326	14.7	18.5		101,801	.0341	1,818	6,925	5,500	10.0	2.5	14.6	7.8	51.1	45.3	17.7	22.8	6.6	20.6		
Westfield		22.9	.0133	6.9	7.5		42,633	.0143	1,862	6,179	5,659	13.8	3.6	19.2	11.0	45.3	42.0	14.9	20.8	6.8	32.6		

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

W-68 miles

New highs reported for -

## THE WESTERN MASSACHUSETTS pocket of prosperity!

EFFECTIVE BUYING INCOME, Greenfield: \$35,017,000 Franklin County: \$91,795,000

1957 RETAIL SALES: Food \$6,727,000; Automotive \$8,154,000; Gas Stations \$1,761,000; Eat & Drink Places, \$1,561,000

DON'T take our word for it! Read all the Sales Management 1958 Survey of Buying Power's story of opportunity for National Advertisers in the isolated, self-contained Greenfield market—highest year 'round retail sales per capita market in all Massachusetts.

The map above shows at a glance why Franklin County's own newspaper outsells nearest metropolitan daily four to one in this pocket of prosperity.

Why let distance dilute your sales talk to a whisper? . . . Get for your product the full impact it deserves in Greenfield, from steady campaigns in the—

# Greenfield

Franklin County

GREENFIELD

thouser and other beverage advertising accepted .10 black and white; .15 black and ending Sept. 30, 1957)
Represented by Gilman, Nicoll & Ruthman one color. Circulation, 12,414 ABC (12 months

S-38 miles

B-100 miles

# WALTHAM

## IT ALL ADDS UP . . .

\$97,801,000*
EFFECTIVE BUYING INCOME

\$76,289,000* RETAIL SALES

..Waltham Is One of Massachusetts Most Vital Markets

The News-Tribune

Represented By Johnson, Kent, Gavin & Sinding, Inc.

* SM 1958

24.00		0		PULAT		58		FECTIVI		_ 0	M ES	TIMAT	ES, 1	957		e "SM"					
MASS.	Me- tro- poli-			House-	Con- sumer	Urban					Income			In	come B	reakdov	vn of H	louseho	lds		
(continued)	tan Area	(thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Not Dollars (000)	of U.S.A.	Per Capita	Per Hski.	Per C. S. U.	80-2 % Halds.	%	\$2,500 % Halds.	-3,999 % Inc.	\$4,000 % Halda.	%	\$7,000 Halds	)-0,990 % Inc.	\$10,00 Helds	CV
West Springfield		23.1	.0134	6.7	7.6		46,048	.0154	1,993	6,873	6,054	10.0	2.4	13.8	7.1	49.3	41.9	19.0	24.4	7.9	24.2
Palmer		10.7	.0068	3.0	3.7		21,657	.0073	2,024	7,219	5,831	10.0	2.4	17.0	8.8	47.3	39.8	16.9	21.5	8.9	27.5
Hampshire	142	87.9	.0511	23.1	32.7	61.3	152,446	.0511	1,734	8,599	4,656	19.8	5.5	16.8	10.4	43.8	43.7	13.9	21.0	8.7	19.4
Northampton		31.0	.0180	7.8	11.5		52,459	.0176	1,692	7,186	4,548	17.0	4.6	15.6	9.2	47.1	45.6	14.5	21.3	5.8	19.3
Middlesex	18	1,155.4	.6716	326.0	380.6	1,033.0	2,311,611	.7751	2,001	7,001	6.072	12.2	2.8	16.0	8.2	45.0	37.2	16.7	20.9	10.1	30.9
Cambridge		122.3	.0711	34.0	51.0		266,656	.0894	2,180	7,843	5,223	11.0	2.6	14.9	7.7	48.5	40.8	16.3	20.7	9.3	28.2
Lowell		94.7	.0550	27.2	31.2		162,397	.0545	1,715	8,970	5,201	17.4	4.8	20.9	12.6	42.5	41.9	13.1	19.5	6.1	21.2
Somerville		94.9	.0552	26.4	30.2		173,776	.0582	1,831	6,582	5,741	10.2	2.6	16.8	9.1	49.6	44.0	16.4	22.0	7.0	22.3
Malden		60.0	.0349	17.4	19.4		113,081	.0379	1,885	6,499	5,804	11.9	3.0	17.0	9.3	47.8	42.5	15.9	21.3	7.4	23.9
Newton		89.6	.0521	24.5	30.7		251,585	.0844	2,808	10,269	8,191	10.0	1.6	0.9	3.6	36.0	20.9	20.2	17.7	23.9	56.2
Waltham		53.0	.0308	13.6	17.0		97,801	.0328	1,845	7,191	5,743	10.0	2.4	10.4	8.6	47.6	40.7	17.8	23.0	8.2	25.3
Medford		67.2	.0391	18.2	20.4		182,351	.0443	1,970	7,272	6,478	10.0	2.2	13.6	6.8	46.3	36.9	20.0	24.1	10.1	30.0
Watertown		39.8	.0231	10.6	11.9		75,174	.0252	1,889	7,092	6,293	10.0	2.3	13.9	6.9	46.8	38.3	20.0	24.7	9.3	37.8
Framingham		33.4	.0194	9.1	12.7		74,299	.0249	2,225	8,165	5,816	10.0	2.2	13.0	6.3	47.4	37.6	18.7	22.4	10.9	31.5
Everett		44.6	.0260	12.4	13.7		79,641	.0267	1,786	6,423	5,780	11.1	2.8	16.6	9.1	48.7	43.8	17.0	23.1	6.6	21.2
Arlington		48.9	.0284	13.4	14.9		105,278	.0353	2,153	7,857	7,051	10.0	2.1	11.4	5.1	44.5	32.9	21.0	23.5	13.1	36.4
Marlboro-Hudson		26.6	.0155	8.1			48,059	.0161	1,807	5,933											
Woburn		28.0	.0163	7.2	8.0		48,331	.0162	1,726	6,713	5,981	11.5	2.8	17.1	9.0	46.9	40.4	15.8	20.6	8.7	27.2
Belmont		29.5	.0171	8.3	9.3		80,963	.0271	2,745	9,755	8,657	10.0	1.7	9.4	3.3	35.9	21.1	21.6	19.2	23.1	54.7
Wakefield		23.8	.0139	6.6	7.6		48,978	.0164	2,058	7,421	6,394	10.0	2.3	13.5	6.6	46.2	36.9	20.1	24.3	10.2	29.9
Marlboro		17.5	.0102	5.2	8.7		31,966	.0107	1,827	6,147	5,512	13.9	3.7	20.1	11.6	44.8	42.2	14.8	21.1	6.4	21.4
Melrose		30.1	.0175	8.6	9.7		66,340	.0222	2,204	7,714	6,829	10.0	2.1	13.3	6.1	43.9	32.8	20.1	22.8	12.7	36.2
Natick		28.0	.0162	8.1	8.6		54,617	.0183	1,951	6,743	6,282	13.2	3.1	14.9	7.6	45.1	37.9	17.4	22.2	9.4	29.2
Nuntucket		3.6	.0021	1.0	1.0	3.1	4,976	.0016	1,382	4,976	4,708	23.6	7.6	26.2	18.3	38.0	43.4	7.9	13.6	4.3	17.1
Norfolk	18	466.8	.2714	133.2	155.0	381.7	1,044,680	.3503	2,238	7,843	6,737	10.4	2.2	13.9	8.3	44.0	32.7	18.2	20.4	13.5	38.4
Quincy		84.8	.0493	24.7	27.7		175,483	.0588		7,105	6,326	10.0	2.3	14.0	6.9	47.6	38.7	18.7	23.0	9.7	29.1
Brookline		63.8	.0371	18.2	26.2		203,757	.0683		11,195	7,760	10.0	1.6	9.4	3.2	34.4	19.0	18.9	15.8	27.3	60.4
Wellesley		24.5	.0143	6.7	10.4		79,204	.0286		11,821	7,598	5.2	.8	13.2	4.3	32.0	16.7	19.7	15.6	29.9	62.6
Norwood		22.8	.0132	6.1	7.1		44,133	.0148	1,936	7,235	6,162	10.0	2.3	14.3	7.3	47.7	39.3	18.8	23.4	9.2	27.7
Weymouth		48.0	.0279	14.1	14.8		91,874	.0308	1,914	6,516	6,190	11.4	2.8	15.3	8.1	47.3	40.8	18.0	23.5	8.0	24.8
Braintree		29.1	.0170	7.8	8.5		57,510	.0193	1,976	7,373	6,705	9.8	2.2	13.3	6.4	46.1	36.2	20.2	24.1	10.6	31.1
Dedham		23.1	.0134	6.3	6.9		46,843	.0157	2,028		6,699	10.0	2.2	15.0	7.1	44.7	34.8	18.7	22.0	11.6	33.9
Needham		24.1	.0140	7.0	7.7	1	60,027	.0201	2,491	8,575	7,727	10.0	1.9	12.0	5.0	40.1	27.0	20.7	21.0	17.2	45.1
Plymouth	20	220.0	.1279	87.5	73.7	119.9		.1272	0.000		5,142	19.1	5.5	21.8	13.7	42.0	43.0	11.6	17.9	5.5	19.9
▲Brockton		62.7	.0365	19.3	22.9		117,002	.0392	1,866		5,104	15.4	4.3	20.6	12.4	45.8	45.2	12.7	19.0	5.5	19.1
Plymouth		14.1	.0082	3.4	5.0		24,828	.0083	1,761	7,302	4,909	10.0	2.6	20.0	11.3	48.9	45.2	14.9	20.9	6.2	20.0
Middleborough		11.6	.0067	3.4	3.9		20,754	.0070	1,789	6,104	5,240	15.1	4.1	20.7	12.2	45.5	44.2	12.6	18.6	6.1	20.9
Suffulk	18	W26.6	.4806	238.4	303.8	825.2	1,501,305	.5335	1,925	6,875	5,237	13.5	3.5	18.8	10.7	45.9	42.3	14.9	20.8	6.9	22.7

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.



Boston radio's BEST SELLER for over a decade

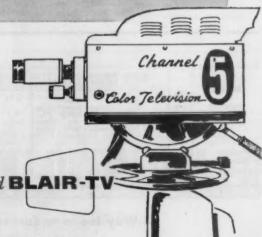
# WHDH-TV

Boston's newest and most colorful TV Channel

is joined by

Represented nationally by

John Blair & Company and BLAI





# Cultivating a rich field calls for

## DEPTH OF PENETRATION

Unless you are using THE CHRISTIAN SCIENCE MONITOR as a regular part of your advertising program, you are very likely doing little more than scratching the surface of the important MONITOR market. This great international daily newspaper commands the respect and retains the loyalty of its readers because of fairness and accuracy of its world reporting and because of the reliability of its advertising.

The MONITOR has the depth of penetration that gets beneath the surface interest of its readers—down to where the sales action really starts.

Your business will profit from a program of planned MONITOR advertising. We shall gladly submit a tailor-made proposal at your request. THE CHRISTIAN SCIENCE MONITOR, One, Norway Street, Boston 15, Massachusetts.



News, Advertising, Readership Devoted to Building a Better Civilization

Branch Offices
NEW YORK: 588 Fifth Avenue
CHICAGO: 333 N. Michigan Avenue
LOS ANGELES: 650 S. Grand Avenue
LONDON, W. C. 2: Connaught House
163/4 Strand

MASS.		•	M P	OPULAT STIMAT	TON ES, 1/1/	88	EF BU	FECTIVITYING II	E NCOME	- 0	M E	TIMAT	E8, 1	957	The	"SM" eatima	symb	ols mai	rk orig	inal, e: AGEME	Kelu-
COUNTIES	Me- tro- poli-			House-		Urban					Income			Inc	come 8	reakdav	m of H	leussho	lds		
(centinued)	Area	Total (thou- sands)	U.S.A.	(thou- aunds)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% ef U.S.A.	Per Capita	Per Hald.	C. S. U.	\$0-2 % Halds.	,499 % inc.		-3,999 % Inc.			\$7,000 % Haida.		\$10,000 % Halda.	% Inc.
▲Boston		742.0 35.6					1,445,746 62,016				5,220 5,221		3.3			46.4 48.0		15.3	21.0		23.2
Revere		41.1	.0239	11.8	13.0		70,363	.0236	1,712	6,119	5,398	12.9	3.5	19.5					21.0		19.0

4-Way Index to Survey Data on Pages 3, 4, 5, 7 and 9

# What do YOU want

# **BOSTON'S BIG MARKET**

to buy from you?



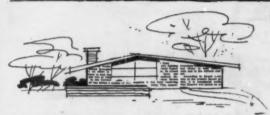
Food, apparel, juvenile goods?

In the 35 communities which are growing the fastest, attested by rank in increase of school enrollment, the HERALD-TRAVELER leads the second paper in 29.



Leisure-luxury products, insurance, travel?

In Boston's "Money Belt"—the 29 communities with average spendable income per family of \$6600 or over (representing 43.3% of the area's spendable income)—the HERALD-TRAVELER leads in 22.



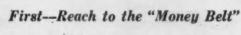
Household goods, liquor, beer, cigarettes?

In the top 24 communities ranked by percentage of dwelling units built since 1940 — towns where young people are accumulating possessions and forming brand loyalties — the HERALD-TRAVELER leads in all but 4.



Automobiles, gasoline, tires?

In the 20 communities where there are 350 or more registered priger cars per 1000 population, the HERALD-TRAVELER leads in all



In the nation's 6th biggest market, the "Big Bulk" of the buying power is represented by HERALD-TRAVELER readers.

Boston retailers know this. They put over three million more lines in the HERALD-TRAVELER than

in the second paper. (1957, FIGURES-SUNDAY PLUS LARGEST DAILY)

National advertisers know it, too. In almost every classification, the HERALD-TRAVELER leads the field.

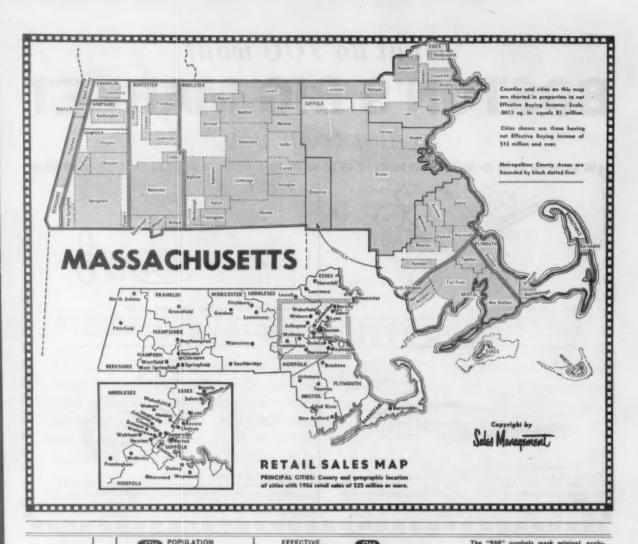
For example, the Herald Traveler leads in the important Grocery classification with 2,875,906 lines—42.2% of the grocery linage in Boston. Actually, the Herald-Traveler leads in almost all national classifications, including newly gained leadership in Boating and in Hotel and Travel.

Sources: A. B. C. Audit 3-31-57, Media Record, Sales Management, Mass. State Department of Commerce

One Contract Delivers the "Big Bulk" in Boston

# FAE BOSTON H

GEORGE A. MEDEVITY CO., INC.



MASS.			SH		PULAT		/58			ECTIVI	COME	_ 0	W)	STIM	ATES,	1957				ols mar			
COUNTIES	Me- tro- neli-				Hause-	Cen-	Urban						Incom			In	come B	reakdow	m of H	lousehol	ds		
(continued)	tan Area	Tot		of	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollar (000)		of J.S.A.	Per Capita	Per Hsld.	Per C. S. L	. 81	0-2,499 ds. Inc.	02	0-3,999 % . Inc.	\$4,000 % Halda.	0%	\$7,000 % Helde.	07.	10,000 % Halda.	% Inc.
Worcester  AWorcester  Fitchburg  Gardner  Leominster  Southbridge  Milford  Clinton  Athol.  Webster		200 4 2 2 1 1 1 1	18.5 13.7 10.2 15.2 7.6 5.8 3.0	3413 1212 0254 0118 0146 0103 0092 0075 0073 0063	170.6 58.7 13.0 5.8 7.4 5.1 4.5 3.7 3.7 4.1	198.2 73.4 15.6 6.8 7.7 5.7 5.4 4.1 4.6 4.9		1,039, 388, 70, 38, 42, 32, 31, 21, 23,	343 535 158 466 980 971 961	.3486 .1302 .0267 .0127 .0143 .0110 .0108 .0073 .0078	1,863 1,820 1,889 1,685 1,874 2,023 1,689 1,855	6,118 6,579 5,739 6,467 7,105 5,935	5,326 5,286 5,296 5,896 8,477 6,696 5,846 5,326 5,268	13. 13. 10. 15. 10. 10. 10. 14.	5 3.1 5 3.1 0 2.0 7 4.1 0 2.0 0 2.1 0 3.1 5 2.1	17.7 19.7 20.5 20.2 18.5 14.8 20.7 22.7	11.5 10.1 11.6 11.3 12.3 10.2 7.8 12.3 13.5 10.2	46.0 47.3 47.5 47.8 44.8 48.7 49.8 45.9 49.1 50.9	44.3 43.6 45.8 43.5 43.9 44.2 43.1 44.9 47.7 48.1	13.8 14.7 13.7 14.9 13.8 16.4 17.9 14.1 12.5 15.4	20.1 20.6 20.6 20.6 29.4 22.4 23.5 20.9 18.4 22.0	5.8 6.8 5.6 6.8 5.5 6.4 7.5 5.3 5.2 5.2	20.9 22.2 18.9 22.0 19.1 20.6 23.2 18.1 17.5 16.9
Total Above Cities State Total		-	-	-	,058.6		4,206.3	7,222,	-				5,730	12.		-		45.8	40.2	15.7	20.9	8.2	26.4
	•	27	POPUL	ATION	1/1/58		C//	E. B. I. ESTIMA					-			POPULA ESTIMA	TION		-	SM	E. B. I		
METRO. AREAS	Total (thou- sands)	of U.S.A.	House- hold (thou- sands)	Sper ing Unit (thou	nd- P	ban op. new- nds)	Net Dollars (\$000)	% U.S.A.	Per Cap- ita	Per H'se- held		METRO AREAS		Total theu- ands)	% of U.S.A.	House- hold (thou- sands)	Sumer Spend- ing Units (thous.	(thou	- 1	Net Dellars (\$000)	of U.S.A.	Per Cap- ita	Per H'se hold-
Boston	3,003.2 220.0 397.6 139.3	.1279	998.4 67.1 120.4 41.1	127	7.6 1	728.8 8 119.9 345.0	3,988,385 379,211 848,906 247,988	.1272	1,724	5,618 5,390	Were		Areas 4	490.1 587.0		141.4 170.6		441	1.4	924,876 ,039,790	.3486	1,771	6,541 6,095 6,539

# LARGEST CIRCULATED NEWSPAPERS IN NEW ENGLAND



You have 300,000 possible Customers in Lynn, Massachusetts

How many do you reach?

YOU CAN BE SURE ONLY IN THE



National Representatives: JOHNSON, KENT, GAVIN & SINDING, INC.

		3		NUMBE	R OF OU	TLETS					3		NUMBE	R OF OU	TLETS	
Cont. from page City Cou		Pop. (theus.) Total	Food	Eat. & Drink. Gen'l. Mdse.	Apparei F-H-A	Aute. Gas	L-B-H Drugs		City	County	Pep. (theux.)	Total Outlets Feed	Eat. & Drink. Gen'l. Mdee.	Apparel F-H-A	Auto. Gas Sta.	L-8-H Drugs
Quincy Norfolities	00X tier	17.6 166.5 1,8 41.9 4 28.8	117 18 122 15 297	125 62 110 34 92 33 129 84 315 196 80 31	24 14 80 3 52 3 190 111 85 2	8 12 31 1 24 34 1 32 41 5 72 145 8 28 34	24 12 28 50 80 81 14 13	Web Wes Wes Wes Wey	eter\ iesley  it ringfield  tfloid  mouth	Middlesex. Warcester. Nerfolk Hampden Hampden Norfolk Middlesex, Worcester.	. 48.0	311 4	7 18 18	25 23	14 33	10
MASS.	Me-			RE	TAIL S	ALES-	SH	ESTIMA	TES, 1	957	,-	The	"8M" sy estimates	mbols ma	rk original	, exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Flotail Sales (\$000)	of U.S.A.	Per Haid. Retail Sales	Buying Power Index	Quality	Index of Sales Production	Food (8000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (3000)	Lumber- Bidg. Hdwrs. (8000)	Drugs (8000)
Barnstable Barnstable Berkshire A Pittsfield North Adams		100,81 37,00 182,99 91,81 30,70	.0185 .0018 .0450	4,378	.0381 .0112 .0852 .0389 .0128	115 149 105 118 106	160 247 113 140 126	28,784 8,923 48,297 22,953 6,983	9,589 2,080 11,786 8,101 1,591	5,491 3,829 21,122 13,579 4,500	4,797 2,950 13,323 7,681 2,687	4,617 1,482 9,642 4,640 2,242	18,191 8,873 33,942 18,050 6,069	8,127 1,746 11,360 4,578 1,701	9,344 2,654 9,867 4,442 1,168	4,14 1,18 5,33 2,46
Great Barrington Adams Renfrew Bristel		15,05 13,85 410,35 131,33 116,90	.0066 3 .2056 6 .0856	3,408	.0056 .0061 .2165 .0623	110 02 94 100	160 78 89 105	4,139 4,870 111,817 37,917 29,700	30,079 8,193 7,443	708 1,048 35,487 16,659 11,544	707 931 35,083 18,468 12,300	750 894 23,857 8,323 10,200	2,661 1,402 70,543 18,771 16,749	082 1,222 26,379 7,330 6,485	1,135 1,195 20,482 3,984 5,783	53 13,25 4,64 3,96
Taunion		45,75 29,73 18,34	0 .0220		.0226 .0152 .0083	93 103 105	94 101 116	12,156 8,053 5,067	2,375 2,307 1,280	3,488 1,023	3,982 3,406 1,363	2,577 1,374 426	8,048 6,875 2,566	2,195 1,298 1,391	3,248 1,784 1,375	1,3
Dukes	18	13,44 618,61 125,61	.3090	3,660	.0040 .3283	118 102 109	197 96	5,629 170,412 35,827	844 50,259 10,806		328 47,099 10,540	450 29,578 6,528	1,776 98,929 18,317	674 42,284 6,736	32,527	21,4

SM Standard (A) and Potential (A) Metropolitan County Areas.

inthrop

* Not Available.

@ SM, 1958.

Before using these figures read foreword, page 13.

# LEBORO, MASS. LEADS AGAIN!

FAMILY INCOME For all FOUR BRISTOL COUNTY CITIES Show:

New Bedford \$5357 Fall River \$5382, Taunton \$5634 . . And . .

ATTLEBORO \$5945

Total Wages Paid in Attleboro Area \$52,635,471

12 months' Average Paid Circulation 10,394
The Attleboro Sun is the ONLY ABC daily in the Attleboro Area of one City, 5 towns.



\$95,414,000 TOTAL FOOD SALES — 1957

HEADLINES

SUPER MARKET TO BE BUILT IN BRIDGE AREA

STAR MARKET READY SOON



Per Capita **Food Sales**  TELL THE 1958 STORY in NEW BEDFORD

> SHOPPING CENTER PLANNED ON 23 ACRE FAIRHAVEN SITE

> > THREE NEW FIRST NATIONAL SUPERMARKETS SLATED

PEOPLE'S SUPERMARKET BUYS LAND ON ROUTE 6

ACRES OF SHOPPING WILL SOON BE BECKONING

First National Stop & Shop

Star Market

3 15 5 Red & White 30 Pioneer Stores 26 Union Foodland **Public Market** People's Market 3

LEADING SUPERMARKETS AND INDEPENDENT CHAIN STORES

Present

Number

of Stores

New Stores

to Open

in '58

**40.1% ABOVE National Average** 

in the **NEW BEDFORD TRADING AREA** 

plus Cape Cod & "the Islands"

In 1957 food sales in this fourth largest Massachusetts market increased 10.7% over 1956. A new high of \$95,414,000 represents a gain of \$9,240,000 over the previous year. Per capita

food sales are 40.1% above the national average

and 18.1% above the state average.

Evidence of further expansion in the Greater New Bedford food market is reflected in the growth of many new supermarkets. Make the Standard-Times your basic buy in reaching this important Southeastern Massachusetts food market.



All figures are for Greater New Bedford - plus Cape Cod and "The Islands" (Martha's Vineyard and Nantucket),

"The Nation's Best-Read Newspaper" BASIL BREWER, Publisher

ONE PAPER COVERAGE: CITY ZONE 94%, ENTIRE MARKET 87%

Represented by Story, Brooks & Finley, Inc. -

# THE HAVERHILL GAZETTE

HAVERHILL, MASS.

Haverhill's Oldest and Most Accepted Local Paper Established 137 Years Ago

YOU CAN'T COVER HAVERHILL WITHOUT THE HAVERHILL GAZETTE THE ONLY HAVERHILL PAPER A MEMBER OF AUDIT BUREAU OF CIRCULATION

THE WARD-GRIFFITH CO. INC.

NATIONAL REPRESENTATIVE

MASS.	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The			rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Por Hald, Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (8000)	Furn,- House- Appl. (8000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (8000)	Drugs (8000)
Lawrence		117,982	.0589		.0474	112	130	27,996	8,217	11,973	13,434	7,273	19,670	5,596	7,288	3,878
Salem		77,728	.0388		.0295	122	161	15,505	5,065	11,990	9,617	5,009	13,702	2,601	3,092	1,277
Haverhill		59,050	.0295		.0282	106	110	14,242	3,514	5,273	4,397	3,445	12,746	4,859	3,858	1,825
Gloucester		31,436	.0157	-	.0153	99	102	8,809	1,653	3,222	2,434	1,215	4,261	2,438	2,568	1,226
Beverly		37,487	.0187		.0198	103	97	11,807	2,040	2,614	800	1,214	10,308	2,956	1,506	1,215
Newburyport		21,301	.0106		.0092	107	123	5,920	1,098	2,535	1,155	1,223	3,345	1,448	2,119	678
Peabody		21,317	.0106		.0148	98	66	6,091	2,810	629	535	607	3,546	3,155	1,153	1,400
Methuen		16,933	.0085		.0137	87	54	7,392	1,543	1,275	77	146	2,076	1,786	893	547
Danvers		16,659	.0083		.0092	84	76	4,839	1,647	3,164	482	504	1,631	1,112	665	496
Franklin		56,807	.0284	3,284	.0303	94	88	13,534	3,299	4,788	2,848	4,182	10,901	4,447	2,970	1,801
Greenfield		32,923	.0164		.0130	121	153	6,727	1,561	3,887	2,171	3,243	8,154	1,761	1,591	914
Hampden	142	518,910	.2592	4,386	2540	109	111	119,892	34,925	78,124	36,168	27,747	88,807	26,875	39,078	17,92
▲Springfield		271,876	.1358		.1170	121	140	57,446	15,648	48,886	24,454	13,667	47,295	11,227	18,190	9,480
▲Holyoke		81,937	.0409		.0350	112	131	19,848	6,571	10,805	6,733	6,999	11,928	2,612	4,671	3,068
Chicopee		41,208	.0206		.0298	91	63	13,567	4,338	2,012	924	1,667	7,540	3,844	3.674	1,719
Westfield		40,014	.0200	1	.0158	119	150	8,422	1,902	5,353	2,724	1,245	8,374	1,827	4,997	1,05
West Springfield		28,032	.0140		.0146	109	104	7,666	2,484	106	322	1,763	7,169	2,796	2,533	758
Palmer		17,944	.0090		.0076	121	143	4,136	850	656	797	1,847	3,950	882	1,620	568
Hanipshire	142	88,442	.0442	3,829	.0490	96	86	22,270	6,129	7,559	5,395	4,174	18,428	5,391	4,898	2,978
Northampton		40,016	.0200		.0184	102	111	9.070	2,182	4,807	3,935	1,628	8,189	1,515	2,113	1,336
Middlesex	18	1,299,222	.6491	3.985	.7167	107	97	354,064	81,396	152,398	78,758	65,100	252,185	77,587	69.334	43,677
Cambridge	1	203,461	.1016	1	.0894	126	143	50,909	18,167	32,930	9,806	17,043	36,178	9,344	7,653	4,943
Lowell		111,253	.0556		.0549	100	101	28,380	8,671	14,514	9,197	7,421	15,831	5,739		3,511
Somerville		81,570			.0524	95	74	23,180	6,285	6,148	2,488	2,686	21,789	5,417	3.075	
Malden		78,107	.0390		.0376	108	112	17,987	4,221	12,784	5,692	4,647	15,636	3,702	4,637	2,617
Newton		119,448	.0597		.0705	135	115	35,299	4,929	8,569	16,521	4,297	22,997	7,346		

## Perfectly Balanced NORTHAMPTON

Northampton has more buying power per family than any other Massachusetts daily newspaper market west of the Boston area. And is so well balanced—farmers, college students and faculties, industrial wage-earners, professional and business people—that it's ideal for testing a broad range of products . . . while yielding a steady plus-volume the year round.

Well balanced, prosperous Northampton—with extra-large potentials in every sales category—is covered only by the Daily Hampshire Gazette, which reaches 89% of the city zone homes, 66% of the entire market.

POPULATION* 73.406 • INCOME \$125.991.000

SM Standard (A) and Potential (A) Metropolitan County Areas.

\$7,186 FAMILY INCOME Richest Market West of

Before using these figures read foreword, page 13.

Suburban Boston

DAILY HAMPSHIRE GAZETTE NORTHAMPTON, MASS.

*City and Retail Trading Zone

Represented by The Julius Mathews Special Agency, Inc.

**METROPOLITAN MARKET** 



MASSACHUSETTS **NEW ENGLAND** 

POPULATION 431,500

• people with household spendable income of \$6,312 stable and diversified economy

RETAIL SALES \$573,459,000



## SPRINGFIELD. MASSACHUSETTS

A PROVEN TEST MARKET

- Concentrated & balanced (within 12 mile radius).
- Isolated geographically.
- Virtually no outside daily newspaper circulation.

UNION am REPUBLICAN Sunday DAILY NEWS pm

Hotel Reosavelt, 19th ft. Madison & 45th St., New York, N. Y. — LEsington 2-0650
Springfield Newspapers office; in New York — Boston — Chicago
Pacific Coast — R. J. Birch Co., Son Francisco — A. D. Viller, Los Angeles

DAILY 179,059

*SRDS, 11/57

SUNDAY 116.473

MASS.	Me-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s	ymbels ma by SALES	rk original, MANAGE	exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hold. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Waltham		76,289	.0381		.0340	110	124	16,159	3,840	12,976	4,450	4,660	14,452	2,942	7,403	2,13
Medford		76,469	.0382		.0414	106	98	24,440	2,327	11,533	2,103	1,844	18,082	3,818	3,814	2,41
Watertown		57,842	.0280		.0259	112	125	21,270	8,315	1,021	2,165	669	13,963	3,578	6,110	1,36
Framingham		70,044	.0350		.0268	138	180	12,173	5,969	19,865	6,220	3,960	9,525	3.012	3,178	1.62
Everett		28,547	.0143		.0228	88	55	10,134	2,489	1,628	782	1,785	4,287	2,517	1,021	1,61
Arlington		40,919	.0204		.0295	104	72	11,565	898	996	1,847	1,211	12,430	2,738	4,048	1,59
Marlboro-Hudson		29,205	.0146		.0155	100	94	7,788	1,901	3,991	1,818	1,504	4,904	1,394	1.444	97
Woburn		25,490	.0127		.0152	93	78	7,327	1,064	1,582	1,221	1,130	3,203	2,266	1,984	60
Belmont		25,618	.0128		.0208	122	78	10,444	923	317	751	402	6,635	1,708	781	3,12
Wakefield		27,690	.0138		.0151	109	99	6,091	651	635	1,983	793	9,927	1,478	1,911	88
Marlboro		16,198	.0081		.0098	96	70	4,766	1,211	1,090	1,165	708	2,492	812	739	64
Melrose		22,239	.0111		.0179	103	68	9,088	617	1,005	567	921	3,688	1,433	1,362	84
Natick		19,592	.0098		.0153	94	00	5,842	871	517	1.203	1.943	3,386	1,425	1.484	88

Before using these figures read foreword, page 13.

## The \$48,059,000 MARLBORO-HUDSON market Plus the Rich "FIVE TOWNS" Market ... at ONE LOW COST

Marlboro-Hudson income jumped 12% in 1957-now totals \$48,059,000 . . . averages \$1,807 per person and \$5,933 per family.

Marlboro-Hudson families represent an increasingly above-average potential

for your product-and rate a direct advertising approach . . . through the Marlboro Enterprise-Hudson Sun. The combined circulation of these two local dailies assure you thorough penetration and intimate readership.

## MARLBORO ENTERPRISE-HUDSON SUN

and the FIVE TOWNS WEEKLIES

MARLBORO, MASS.

Represented by The Julius Mathews Special Agency, Inc.

MAY 10, 1958

#### ASK ABOUT THE **BIG ECONOMY BUY**

Full coverage and low advertising cost make Marlboro-Hudson a profitable investment—but you can increase your advantage substantially using the weeklies of the well-to-do Middlesex countryside communities of Concord, Bedford, Acton, Maynard and Sudbury -at slight additional cost.

In Key
East Coast
Markets

## Donnelly Adv.

Since 1850

the ultimate in Outdoor Advertising

FOR INFORMATION ON ALL OUR MARKETS CALL BOSTON, MASS., JAmaica 2-8800

When in Boston, Mass., call JAmaica 2-8800

Donnelly Adv.

From Maine to Florida

MASS.	Me-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s	ymbels ma by SALES	rk original MANAGE	exchi-
COUNTIES CITIES (continued)	tro- poli- ian Area	Total Flutail Sales (\$000)	u.s.A.	Per Hsid. Retail Sales	Buying Power Index	Quality	Index of Sales Production	Food (\$000)	Eating & Drink, Places (\$000)	General Mdss. (\$000)	Apparel (\$000)	Forn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Nantucket		7,711	.0038	7,711	.0024	114	186	2,286	1,486	216	284	83	796	871	1,319	282
Norfolk	18	481,078	.2403	3,612	.3015	111	89	127,384	34,625	43,950	30,254	15,482	101,032	30,433	36,219	17,330
Quincy Brookline		127,667	.0638		.0884	118	129	30,373	10,367	20,714	9,025	5,140	20,534	6,156	11,236	3,650
		85,680	.0428		.0223	156	142	22,844 7,528	5,757 816	3,085	8,100 7,080	3,441 831	24,382	4,389	1,424	3,789 1,348
Wellenley		40,649	.0147		.0145	110	111		-	3,695			9,045	1,711	7,115	872
Norwood		29,412				90		9,537	1,944	8,028	1,921	1,283	4,852	1,015	3,313	
Weymouth		28,515	.0142		.0252		51	6,692	2,338	2,613	800	900	7,074	2,470	1,796	1,228
Braintree		19,094	.0095		.0159	94	56	5,937	1,152	621	244	611	5,524	3,043	672	688
Dedham		18,140	.0001		.0133	99	88	5,411	1,885	1,955	362	303	2,806	1,808	609	778
Needham		19,140	.0096		.0157	113	- 60	5,947	674	1,936	907	674	. 4,982	1,720	. 796	772
Plymouth	20	250,380	.1261	3,709		99	98	71,753	19,168	20,132	14,600	9,814	43,995	17,108	16,296	8,700
▲Brockton		91,126	.0455		.0406	111	125	22,447	4,933	12,153	8,477	4,962	14,099	5,906	5,053	3,500
Plymouth		21,890	.0109		.0091	111	133	7,079	1,097	2,268	1,107	741	3,897	1,586	922	737
Middleborough		15,176	.0076		.0071	106	113	4,247	1,394	813	795	886	1,956	1,393	645	349
Suffolk	18	1,545,566	.7720	6,483	.5945	124	161	392,985	144,711	361,630	127,131	70,219	174,689	48,714	35,341	44,835
1▲Boston		1,431,710	.7153		.5432	126	166	350,110	134,085	355,049	123,029	65,979	156,902	38,062	29,380	40,100
Chelsea		41,508	.0207		.0208	100	100	13,153	3,002	1,810	2,231	1,837	7,644	2,836	2,978	1,910
Revers		43,600	.0218		.0231	97	91	12,265	6,913	2,500	819	1,647	8,081	3,737	2,494	1.482

1 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 13, under heading "Mail Orders."

SM Standard ( $\triangleq$ ) and Potential ( $\triangle$ ) Metropolitan County Areas Before using these figures read foreword, page 13.  $\bigcirc$  SM, 1958.



YANKEE NETWORK NEWS

Metropolitan Area Summaries and Rankings are on pages 137-206

# To Get The Greatest Net Home Coverage In Boston — Buy The Boston Globe

Daily or Sunday, your advertisement will be read by more women . . . and more men . . . in The Boston Globe



The recent media study . . . by Elmo Roper and Associates . . . shows conclusively that

## THE BOSTON GLOBE HAS

- the highest percent of exclusive coverage
- the greatest percent of home readership among both women and men

## AND WHAT'S MORE

The Boston Globe provides powerful City Zone coverage ... circulation where it counts ... both daily and Sunday with 7-day follow through.

buy the newspaper that <u>covers</u> the Boston Family Market

BUY

# The Boston Globe

MORNING · EVENING · SUNDAY

ROP

FULL AND SPOT COLOR

WEEKDAYS AND SUNDAYS

Scolaro, Meeker & Scott Chicago, Detroit Cresmer & Woodward, Inc. New York, San Francisco, Los Angeles The Leonard Co. Miami Beach, Florida WTAG

WORCESTER, MASSACHUSETTS

SELLS

CENTRAL NEW ENGLAND

BEST!

Record of sales success for over 30 years

AM—FM • 5000W • 580KC BASIC CBS





Measure of a great Radio Station

Represented by
THE HENRY I. CHRISTAL CO., INC.

NEW YORK, BOSTON, CHICAGO, DETROIT, SAN FRANCISCO

MASS.	Me-			RET	TAIL S	ALES-	SH	ESTIMA	TE8, 1	957		The	"SM" sy estimates	mbels ma by SALES	rk original, MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (8000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (3000)	Eating & Drink. Places (8000)	General Mdss. (3000)	Apparel (\$000)	Furn House- Appl. (8000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg, Hdwre, (\$000)	Drugs (\$000)
Worcester	186	649,594	.3246	3,808	.3400	100	95	189,405	46,317	60,973	43,421	35,880	121,505	47,037	39,824	20,856
▲ Worcester		294,250	.1470	-	.1334	110	121	69,924	19,808	37,591	27,968	10,030	52,328	16,448	17,150	8,803
Fitchburg		65,820	.0329		.0283	111	130	16,023	3,610	6,611	4,702	3,507	12,525	5,658	4,029	2,119
Gardner		23,751	.0119		.0123	104	101	6,488	1,105	2,418	1,227	1,073	5,168	1,294	1,351	1,059
Leominster		30,916	.0154		.0147	101	105	8,809	2,045	2,700	1,467	1,605	6,540	2,079	1,563	889
Southbridge		24,609	.0123		.0113	110	119	6,687	1,595	1,613	1,643	1,121	5,102	1,283	1,739	936
Milford		23,774	.0119		.0108	117	120	5,414	1,430	1,763	1,726	1,562	8,705	1,644	1,337	770
Clinton		19,008	.0095		.0080	107	127	5,193	1,767	1,612	686	1,582	3,595	919	1,232	617
Athol		18,050	.0000		.0081	111	123	4,356	910	874	1,355	1,311	4,418	931	1,432	569
Webster		17,433	.0087		.0087	105	105	5,504	1,813	1,796	1,003	914	2,290	684	1,310	626
Total Above Cities		5,221,744	2.6083		2,4240	113	121	1,333,073	283,358	789,422	410,200	288,996	886,297	251,801	247,731	167,536
State Total		6,223,949	3.1093	4,304	3.0852	107	108	1,638,472	474,593	855,807	439,487	300,672	1,032,698	344,277	318,328	202,980

SMIStandard (A) and Potential (A) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

MILFORD, MASS.-\$7,105

FAMILY INCOME

Shopping Center for 50,012 People

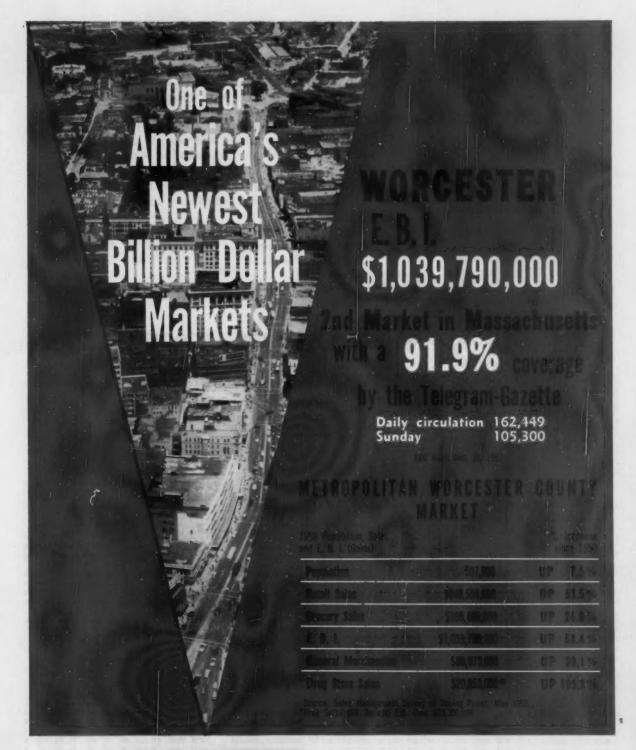
in Milford, Hopkinton, Millis, Franklin, Mendon, Medfield, Upton, Hopedale, Medway, West Medway and Holliston

\$95,241,000 Income \$59,430,000 Retail Sales \$4,159 Sales Per Family

Sell the Milford market through its own daily newspaper

The MILFORD DAILY NEWS MILFORD, MASS.

Represented by The Julius Mathews Special Agency, Inc.





# The Worcester TELEGRAM AND GAZETTE

WORCESTER, MASSACHUSETTS

Howard M. Booth, Publisher

MOLONEY, REGAN & SCHMITT, Inc. National Representatives

MAY 10, 1958



## SELL ALL OF NEW ENGLAND

51,000 watts of WBZ+WBZA. You sell in Boston, America's sixth market, Springfield, forty-eighth market in the country, and all of the other important markets in the 67 county, 6 state New England area. To sell New England on your product, wire, write, or call Bill Williamson, WBZ+WBZA Sales Manager, 1170 Soldiers Field Road, Boston 34, Mass., ALgonquin 4-5670, TWX BR 108.

Here are the Sales Management figures for the New England market sold on WBZ+WBZA... New England's most powerful voice:

Population	10,005,700
Families	2,911,100
Effective Buying Income	\$19,243,537,000
Total Retail Sales	12,613,580,000
Food Sales	3,263,750,000
Drug Sales	405,616,000
Automotive Sales	2,249,183,000

## WBZ+WBZA

Boston + Springfield Represented by PGW

WESTINGHOUSE BROADCASTING COMPANY, INC.

MASS.	Me-			RET	TAIL S	ALES-	SH :	STIMA	TES, 1	957		The	"SM" sy estimates	mbols ma	rk original, MANAGE	exclu-
METRO. AREAS	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdss. (\$000)	Apparel (\$000)	Furn,- House- Appl, (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre, (\$000)	Drugs (\$000)
Boston	18	3,944,481	1.9704	4,552	1.9410	111	113	1,044,835	310,991	621,149	283,240	180,346	626,815	196,008	173,421	127,288
Brockton	20	250,380	.1261	3,709	.1267	99	98	71,783	19,168	20,132	14,600	9,914	43,995	17,100	16,296	8,700
New Bedford	48	410,383	.2050	3,408	.2165	94	89	111,817	30,079	35,487	35,083	23,657	70,543	26,379	20,462	13,294
Pittsfield	100	182,999	.0015	4,378	.0052	105	113	48,297	11,786	21,122	13,323	9,642	33,942	11,300	9,667	6,336
Springfield-Helyoke	142	607,352	.3034	4,295	.3030	106	106	142,162	41,054	85,683	41,563	31,921	107,236	32,766	43,978	20,900
Worcester	166	849,584	.3246	3,808	.3400	100	98	169,405	48,317	60,973	43,421	35,880	121,505	47,037	39,824	20,858
Total Above Areas		6,045,168	3.0200	4,293	3.0124	107	107	1,588,260	459,395	844,546	431.230	291,360	1,004,035	330,656	303,646	196,376

MICHIGAN — (Other East North Central States:

47. 470	18")			NU	MBER	OF	OUT	LET	8		
Maps, pages 456, 458  City County	Pap. (thous.	Total Outlets	Ford	Eat. & Orink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
AdrianLenawee	25.4	279	41	30	26	32	19	22	38	20	5
AlbionCaiheun	13.0	139	21	31	4	15	11	11	16	11	4
Allen ParkWayne	35.0	131	27	15	17	11	9	0	21	-11	7
AlmaGratlot	9.5	123	21	15	12	12	13	12	11	10	3
AlpenaAlpena	15.0	224	44	40	23	17	9	18	17	17	8
Ann ArborWashtenaw	51.3	523	67	85	40	71	42	28	61	17	21
Battle Creek . Calhoun	53.3	665	124	112	48	89	40	33	88	28	30
Bay CityBay	57.6	743	165	142	56	78	48	29	69	44	29
HarborBerrien	22.9	365	59	83	20	41	37	27	38	28	14
Berkley Oakland	22.5	163	31	23	22	11	10	1	21	13	5
Birmingham, Oakland	24.4	248	40	20	23	34	25	10	24	16	13
Cadillac Wexford	12.1	167	33	14	14	17	18	10	17	13	6
Center LineMacomb	9.8	98	19	24	7	2	3	8	20	7	2
Charlotte Eaton	7.7	135	31	21	12	9	8	8	13	13	5

		us.)			NUI	MBE	R OF	OU1	LET	8		
City	County	Pop. (the	Total	Food	Eat. & Drink.	Gen'l. Mdee.	Apparel	F-H-A	Aute.	Gas Sta.	L-8-H	Drugs
ColdwaterB	ranch	9.8	188	30	22	10	13	12	17	30	18	4
DearbornV	Vayne	125.0	1,023	202	237	76	92	67	44	128	39	44
DetroitV	Vayne	1950.0	18023	4,449	4204	1416	1393	839	574	1674	693	773
East Detroit N	Aacomb	42.5	268	67	48	28	13	12	7	37	25	9
East LansingI	ngham	27.5	95	9	9	9	14	2	5	19	8	7
EcorsoV	Vayne	19.0	166	31	48	9	8	2	15	21	10	- 5
Escanaba	Delta	16.1	235	46	54	14	21	18	16	25	19	8
FentonG	ienesee	5.3	92	16	19	2	10	7	7	13	7	3
Ferndale C	akland	32.5	290	62	36	22	31	27	13	34	16	12
FlintG	enesee	198.3	1,964	328	421	149	160	143	112	241	100	90
Garden City V	Vayne	32.1	110	22	28	8	4	8	3	20	11	2
Grand Haven, C	Ottawa	10.5	165	25	25	13	13	13	14	12	19	5
Grand Rapids, F	Cent	190.5	2,295	438	384	216	181	150	120	255	136	111
Greenville	Aontcalm	7.8	124	23	13	9	12	9	10	11	14	8
Grosse Points.V	Vayne	7.2										
	(	Contin	ued	on p	age	449	)					

#### South Central Cities EATON COUNTY A GROWING MICHIGAN MARKET ... HASTINGS. CHARLOTTE OFFERING BY SALES OFFORTUNITIES BARRY COUNTY POPULATION RETAIL SALES BATTLE CREEK 243,875,000 235,015 DRUG SALES FOOD SALES 8,995,000 62,327,000 MARSHALL ALBION AUTOMOTIVE SALES BUYING INCOME 51,302,000 389,408,000 CALHOUN COUNTY IT'S EASY TO REACH AND SELL THIS MARKET WHEN YOU USE THE BRANCH COUNTY COUNTY ENQUIRER AND NEWS ... THE ONLY NEWSPAPER OFFERING COM-PLETE CIRCULATION AND NEWS COVERAGE OF THIS AREA. JOSEPH

FIGURES 1958 SALES MANAGEMENT SURVEY OF BUYING POWER

BATTLE CREEK MICHIGAN Cereal Food Capital of the World

ENQUIRER AND NEWS

Member of Federated Publications

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER COMPANY

MICHIGAN		0		OPULAT STIMAT	ION ES, 1/1/	200		FECTIVI YING II		- 6	M ES	TIMAT	ES, 16	167						ginal, ex	
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ceme B	reakdev	vn of H	lousehe	lds		
CITIES (continued)	tan Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	0f U.S.A.	Per Capita	Per Haid.	Per C. S. U.	\$0-2 % Haids.	0%	\$2,500 % Halds.	1-3,999 % inc.	\$4,000 % Halds.	-6,999 % inc.	\$7,000 % Halds.	%	\$10,000 % Halds.	%
Alcena		5.4	.0031	.9	1.5		5,254	.0018	973	5,838	3,503	25.4	9.3	27.3	21.7	30.0	50.8	7.0	13.8	1.3	4.4
Alger		9.0	.0053	2.8	2.8	4.0	11,950	.0040	1,328	4,586	4,200	28.5	9.9	24.6	18.7	35.8	44.4	8.3	15.6	2.8	11.4
Allegan		87.1	.0332	16.8	16.8	14.2	77,821	.0261	1,363	4,632	4,632	26.0	8.5	22.9	16.3	38.6	45.1	9.0	15.9	3.5	14.2
Alpena		25.0	.6145	7.1	7.5	15.0	32,898	.0109	1,304	4,591	4,342	26.8	8.2	22.2	16.4	39.8	48.4	8.6	15.8	2.6	10.2
Alpena		15.0	.0087	4.3	4.9		22,905	.0077	1,527	5,327	4,594	20.7	6.4	19.6	13.1	45.8	50.3	10.6	17.6	4.3	12.6
Antrim		9.8	.0067	2.8	2.8		9,849	.0033	1,005	3,518	3,461	39.2	17.1	28.5	28.1	26.4	41.0	3.8	8.8	1.1	5.0
Arenac		9.6	.0056	2.7	2.8		11,010	.0037	1,147	4,078	3,858	33.6	13.0	28.6	22.4	31.3	42.9	6.6	13.6	1.9	8.1
Baraga		7.0	.0041	2.1	2.1		7,403	.0028	1,058	3,525	3,504	37.5	18.2	29.6	28.0	28.0	43.1	4.0	9.3	.0	3.4
Barry		31,3	.0182	9.7	10.0		44,406	.0149	1,419	4,578	4,433	27.8	9.4	23.2	17.1	36.7	44.1	9.2	16.7	3.1	12.7
Hastings		7.0		2.3			12,720			70.00		20.6	5.9	20.1	12.5	41.1	41.7	12.8	19.3	5.6	20.6
Bay		102.0	.0593	29.2			162,846	.0546			5,398	17.4	4.8	18.6	11.1	44.9	44.2	13.7	20.4	5.4	~~~
▲Bay City		57.6	.0335	17.1	18.3		101,117	.0339	1,756	5,913	5,510	15.4	4.1	17.6	10.1	46.2	43.5	14.7	21.0	6.1	21.3
Benzie		8.1	.0047	2.3			8,901	.0030				34.0	13.6		23.0	33.2		5.3		1.2	4.6
Berrien	182	147.5	.0857	45.5	47.8	70.8	241,150	.0008	1,635	5,300	5,044	21.0	8.2	20.1	12.0	41.7	43.5	12.6	19.8	4.7	17.7
St. Joseph		85.5		11.8			70,799	.0837	1,994	6,321	60.31										
△Benton Harbor		22.9	.0133				42,534	.0143	- F-e-			16.8	4.7	18.7	11.4	45.6	45.3	13.9	21.0	5.0	17.6
Niles		15.2	1 1 1 1 1 1 1	4.9			29,477	.0099		7.4		14.9	3.9	16.7	9.5	45.7	42.2	16.4		6.3	21.5
△St. Joseph		12.6		4.0			28,265	100000	2,243			10.9	2.5	14.7	7.5	46.8	38.4	18.2	22.6	9.4	29.0
Branch		37.0	.0215	10.0	11.3		51,006	.0172		4,687	4,514	27.5	9.1	24.3	17.5	35.2	41.4	9.2	16.4	3.8	
Coldwater		9.8	.0056	3.2	3.3		16,409	.0055	1,674	5,128	4,934	22.8	6.9	23.6	15.5	37.9	40.7	10.7	17.4	5.0	19.5
Calhoun	179	143.0					254,817		1,782			16.8	4.6	18.3	9.7	46.4	45.1	15.2		5.3	
△Battle Creek		53.8					106,325	00000			5,204	13.3	3.5	16.2	9.2	48.2	44.9	16.6	23.4	5.7	
Albion		13.0	.0076	8.7	5.3		23,814	.9076	1,785	6,166	4,295	24.3	7.8	15.7	10.2	43.6	46.5	11.9	19.2	4.5	16.8
Lakeview		18.2	.0106	8.5	5.7		34,132		1,875	6,206	5,973	14.3	3.6	14.4	7.8	46.6	41.2	17.3	23.1	7.4	24.3
Marshall		6.3	.0036	2.0			70,178	.0034	1,616	5,080	4,982	21.9	6.6	21.1	13.9	41.2	44.3	11.4	18.4	4.4	16.9
Gass		35.0	.0203	11.0	11.3	8,2	49,213	.0165	1,406	4,474	4,351	28.8	9.8	23.4	17.5	36.2	44.4	9.5	17.6	2.6	10.7
Charlevolx		13.6	.0081	3.9	4.1	6.0	14,793	.0050	1,072	3,793	3,606	36.7	15.2	27.7	25.1	29.2	43.0	5,1	11.3	1.3	5.4
Cheboygan		12.8	.0074	3.0	3.6	5.8	12,773	.8043	998	3,548	3,506	40.1	17.3	27.6	25.9	26.2	40.2	4.8	11.2	1.3	5.4

SM Standard (A) and Potential (A) Metropolitan County Areas.

COLDWATER

ARC RETAIL TRADING AREA

ST

*

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Before using these figures read foreword, page 13.

# Coverage that Counts!

# WJIM-TV

450,000 TV SETS

Michigan's Great Area Station – Strategically Located to Exclusively Serve LANSING – FLINT – JACKSON with a Dominant 100,000 watt signal from its new 1023' tower located between Lansing and Flint...

Represented by Peters, Griffin, Woodward, Inc.

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OUT STATE
MICHIGAN
FOR THE
NATION'S
LEADING
ADVERTISERS

LANSING ... FLINT ... JACKSON

MICHICAN		J	M PC	PULATI	ON ES, 1/1/	58	EFI	FECTIVE YING I	COME	_ 0	M ES	TIMAT	ES, 16	157		"SM" estima					
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	n of H	louseho	ids		
(continued)	tan Area	(thou- sands)	of U.S.A.	(thou- aands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Deliars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$8-2, % Halds.	%	\$2,500 % Halds.	%	\$4,000 % Halds.	%	\$7,000 Halds.	% Inc.	\$10.000 Halds.	%
Chippewa		32.0	.0186	9.0	9.4	20.2	42,651	.0143	1,333	4,739	4.533	24.2	7.9	23.6	16.9	39.6	46.3	9.6	17.0	3.0	11.9
Sault Ste. Marie	100	20.2	.0118	5.6	6.2		30,363	.0102	1,503		4.843	17.9	5.3	21.4	13.9	44.9	47.4	11.9	18.9	3.9	14.5
Clare		11.5	.0067	3.4	3.6		14,770	.0049	1,284		4,088	31.4	11.4	23.7	18.7	34.6	44.7	7.9	15.5	2.4	9.7
Clinton		35.3	.0208	9.9	10.4	7.2	47,499	.0159			4,548	24.0	7.8	22.1	15.7	40.9	47.4	10.1	17.7	2.9	11.4
St. Johns		8.5	.0032	1.7	1.8		9,389				5,094	19.1	5.5	19.2	12.0	44.2	44.9	12.4	19.0	5.1	18.6
Crawford		4.3	.0025	1.1	1.1		4,482			and the same		28.2	11.1	30.2	25.7	35.5	49.6	5.6	11.9	.5	1.7
Delta		32.0	.0191	9.6	9.8	20.7	40,901	.0137			4,138	28.8	10.5	28.3	20.8	35.8	46.0	7.1	13.8	2.2	8.9
Escanaba		16.1	.0093	4.8	5.3		23,602	.0079			4,419	22.5	7.4	23.8	17.0	42.0	48.9	8.9	15.7	2.8	11.0
Dickinson		27.0		8.4	8.4	19.4	35,084	100000	1,321			25.1	9.0	28.9	22.8		47.8		13.0	1.9	7.6
Kingsford		16.9	.0098	8.0			24,832	.0083	1,469	4,966											
Iron Mountain		11.0		3.2			16,348					18.9	6.1	27.5	19.4	42.1	48.5	8.7	15.1	2.8	10.9
Eaton		46.5		14.1	14.2	17.3	67,684					24.9	7.9	21.8	15.2	39.5	44.7	10.1	17.3	3.7	14.9
Charlotte		7.7		1			13,665		1 - 1	1	4,877	16.8	4.7	19.8	12.1	46.0	46.1	12.3	18.7	8.1	18.4
Emmet		16.5	1	4.7	5.1	8.6	20,961					32.3	11.7	25.5	9.9	32.2	41.3	6.9	13.4	3.1	13.7
Petoskey		6.6	1	1			9,918	1	1			26.2	8.3	22.5	15.7	36.9	41.8	10.2	17.5	4.3	16.7
Genesee,	49	355.8	.2068	104.8	113.1	258.3	713,528	.2392	2,000	6,808	6,308	10.0	2.3	11.3	5.8	50.1	41.1	20.2		8.4	
▲Flint		198.3	.1152	59.5	67.4		432,377	.1450	2,180	7,267	6,411	9.9	2.2	10.3	5.0	48.8	38.7	21.5		9.5	
Fenton		5.3	.0031	1.6	1.7		10,233	.0034	1,931	6,396	5,827	11.6	2.9	13.9	7.8	49.1	43.1	18.6	24.7	6.8	21.8
Gladwin		9.8	.0056	2.6	2.7		10,001	.0034	1,053	3,847	3,669	37.3	15.2	23.9	21.3	32.2	46.8	5.3	11.6	1.3	
Gogebic	1	25.9	.0150	7.9	8.0	17.5	33,538	.0112	1,29	4,248	4,187	26.8	9.7	26.6	20.9	37.5	48.1	7.2	14.0	1.9	
Ironwood		10.5	.0061	3.2	3.3		14,928	.0060	1,423	4,668	4,443	23.8	8.0	24.1	17.5	40.3	48.0	9.3	16.8	2.5	0.7
Grand Traverse	1	32.9	.0191	8.9	9.3	18.6	42,618	.0143	1,298	4,788	4,565	28.9	8.8	25.0	17.6	35.3	40.9	8.6	15.1	4.2	17.0
Traverse City		18.6	.0109	4.7	5.2		24,819	.008	1,334	5,281	4,693	28.9	7.3	22.7	15.1	38.1	41.5	10.4	17.1	4.9	19.0
Gratiot		34.8	.0203	10.2	10.0	13.0	44,771	.0150	1,287	4,390	4,190	28.9	10.3	25.6	19.8	35.2	44.5	7.8	15.0	2.5	10.4
Alma	1	9.8	.0058	2.8	3.4		15,111	.0054	1,59	5,211	4,323	24.6	8.0	22.3	15.7	40.7	46.8	8.9	15.5	8.5	14.0
Hillodale		35.1	.0204	10.1	11.4	8.0	45,657	.0153	1,38	4,221	3,999	33.6	12.5	24.1	19.6	32.6	43.1	7.3	14.5	2.4	10.3
Hilledale		8.0	.0046	2.6	3.2	-	14,187	.004	1,770	5,440	4,331	27.2	8.6	19.2	13.2	39.2	44.3	10.3	17.6	4.1	16.4
Houghton		33.8	.0196	10.2	11.2	10.5	41,154	.0131	1,218	4,03	3,663	35.3	14.2	28.8	25.1	28.9	41.4	5.1	11.0	1.9	8.1
Huron		34.1	.0191	9.1	9.3	3.1	40,447	.013				31.1	10.9	26.0	19.9	31.6	39.4	7.9	14.8	3.4	15.0
Ingham	76	216.1	.1256	63.7	79.5	103.8	447,974	.150	2.07	7,03	5,631	13.0	3.1	12.6	0.5	47.0	39.7	18.9	24.1	8.5	26.6
ALansing		102.7	.0697	32.3	36.4		224,06	.075	2,18	6,93		10.0	2.3	13.2	6.6	48.2	39.6	20.0	24.9	8.6	16.6
East Lansing		27.1	.0100	5.0	16.5		78,182	.026	2,84	15,63		30.0	4.7	25.0	8.5	30.0	16.7	10.0	28.2	5.0	41.5
Ionia		40.6			1								10.4	1000						2.4	
Ionin		6.6		1		3	11,28			0 5,13			6.9			23.0		1			
losco		14.			1		18,10	1		8 4,21				1							
Iron		18.1	- I										8.1	1				1			
Inabella		30.4								0 5,30											
Mount Pleasant		12.1					24,03														
Jackson	67	126.			1	1								1				18			
▲Jackson	-	54.1	A Common				110,14	4													
Kalamazoo	. 71	158.	A CONTRACTOR						4 1,84												
Kalamasoo	-	80.0	.046				163,58			9 6,78	7 5,328	13.1	3.2	15.3							
Kalkaska		4.4	4 .0021	8 1.3	1.5	2	4,17		4 94	9 3,47	8 3,350	42.8	19.3	26.4	25.8	25.7	41.0	4.2	10.1	.0	3.1
Kent	. 66	338.	1 ,196	5 103.3	111.	260.5	631,07	3 .211	6 1,86	7 6,10	8 5,661	15.8	4.1	1 16.4	9.1	45.0	41.1	15.8	21.8	7.0	23.
Grand Rapids	1	190.	5 .1108	8 59.	£ 67.		374,80	3 .125	7 1,96	7 6,31	0 5,584	14.7	3.7	7 15.7	8.6	46.1	41.7	16.8	22.4	7.0	23.

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

CBS



# YOU MIGHT FIND THE TREASURE OF OAK ISLAND*_

## AMERICAN RESEARCH BUREAU MARCH 1957 REPORT GRAND RAPIDS-KALAMAZOO

	Number of Qu With Highe	er Ratings
TIME PERIODS	WKZO-TV	Station B
MONDAY THRU FRIDAY 8:00 g.m. to 6:00 p.m. 6:00 p.m. to 11:00 p.m.	143	57
\$300 a.m. to 11:00 p.m.	50	10
9:00 a.m. to 11:00 p.m.	40	16

Survey based on sampling in the following proportions—Grand Rapids (42.8%), Kalamazoo (18.9%, Muskegon (19.8%), Battle Creek (18.5%).

# 6-COUNTY PULSE REPORT KALAMAZOO-BATTLE CREEK AREA—MARCH 1957 SHARE OF AUDIENCE—MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M12 NOON	35	20	9
12 NOON- 6 P.M.	30	21	10
6 P.M12 MIDNIGHT	29	21	10

HOOPER RADIO AUDIENCE INDEX Metropolitan Grand Rapids, Michigan November, 1956 Thru January, 1957

	WJEF	B	C	D	E	Other
7 a.m. —12 noon 12 noon—6 p.m.	27.1 25.6	19.2 13.8°	17.5	15.7 17.2°	10.7	9.7

*Adjusted to compensate for the fact that Stations B and D sign off at local sunset.



The Felzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO BATTLE CREEK
WJEF RADIO — GRAND RAPIDSWJEF-FM — GRAND RAPIDS-KALAMAZOO
KOIN-TV — INCOLM, NEBBASKA Associated with 8D RADIO — PEORIA, ILLINOIS 8D-TV — PEORIA, ILLINOIS

## **BUT** you need the Fetzer Stations to uncover more sales in Western Michigan!

### You need WKZO-TV!

Look at the facts: ARB shows WKZO-TV is first in 267% more quarter hours than the next-best station—327 for WKZO-TV, 89 for Station B!

WKZO-TV telecasts from Channel 3 with 100,000 watts from 1000' tower. It is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids—serves over 600,000 television homes in one of America's top-20 TV markets!

#### You need WKZO Radio!

Here's how to set sales records in Kalamazoo and Greater Western Michigan! Reach and hold the biggest share of the radio audience with WKZO. Pulse figures at the left prove that WKZO delivers it—morning, afternoon and

Many of the most impressive ratings are for WKZO local shows—with several giving up to 41% Share of Audience—or over twice the share of the nearest competition!

#### You need WJEF Radio!

Metropolitan Grand Rapids has over 120,000 radio homes. Latest Hoopers, left, show that more of them listen to WJEF than to any other station.

WJEF delivers 41.2% more MORNING listeners than the next-best station . . . 10.3% more AFTERNOON

ASK YOUR AVERY-KNODEL MAN FOR ALL THE FACTS!

FOR GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

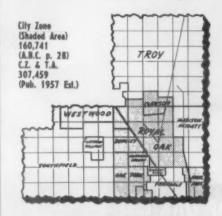
FOR KALAMAZOO, GRAND RAPIDS AND WESTERN MICHIGAN (CBS-TV BASIC)

> ALL THREE OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

*Oak Island, Nova Scotia, is reputed to be the hiding place of Captain Kidd's treasure.

FOR KALAMAZOO. BATTLE CREEK AND WESTERN MICHIGAN (CBS RADIO)



42,175
ABC 3/31/57

## The ROYAL OAK Market

A 13-City South Oakland County Community within a 6-Mile Radius of Royal Oak

307,459 People • \$633,400,000 Income \$355,277,000 Retail Sales • \$7,331 Family Income

The big, rich Royal Oak market is covered intensively by the 55-year-old Daily Tribune—whose circulation has kept ahead of . . . has been tailored to . . . the fabulous growth of this area.

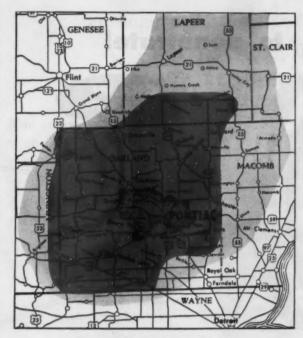
No Detroit paper can give your advertising comparable concentration and influence in the market's high-income homes. Get *inside* the Royal Oak market with the Royal Oak newspaper.

## THE DAILY TRIBUNE

ROYAL OAK, MICH.

Represented by The Julius Mathews Special Agency, Inc.

MICHIGAN		0		OPULAT STIMAT		/58	EF BU	FECTIV	E NCOMI	E- (	SM ES	STIMA	TES, 1	957	Th	e "SM e estim	" symi	SALE:	rk ori	ginal, e	xclu- ENT.
COUNTIES	tro- poli-			House-	Con- sumer	Urban					Income			in	come B	treakdo	wn of h	touseho	lds		
CITIES (continued)	Area	(thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pap. (thou- sands)	Net Dollars -(000)	U.S.A.	Per Capita	Per Hald.	Per C. S. U.	80-3 % Halds	2,498 % Inc.	\$2,500 % Halds	0-3,909 % Inc.	\$4,000 % Haids	% Inc.	\$7,000 % Halds	0%	\$10,00 % Helde	9/0
Kewsenaw		2.1	.0012	.6	.6		2,319	.0008	1,104	3,865	3,801	34.2	14.1	33.4	30.0	27.3	40.2	3.3	7.4	1.8	8.3
Lake		4.0	.0029	1.4	1.4		4,818	.0016	983	3,441	3,295	44.7	20.4	25.3	25.2	24.4	39.6	4.8	11.7	.8	3.1
Lapeer		52.0	.0302	13.2	13.2	7.0	61,275	.0205	1,178	4,842	4,632	26.3	8.8	23.9	17.1	36.8	42.9	9.3	16.4	3.7	15.0
Lapeer		7.0	.0040	1.6	1.8		8,853	.0030	1,265	5,538	4,832	20.9	6.2	20.3	12.9	41.9	43.8	12.1	19.1	4.8	18.0
Leelannu		9.0	.0053	2.5	2.7		11,683	.0039	1,298	4,673	4,278	28.0	8.6	27.4	20.4	33.7	41.0	7.2	13.3	3.7	15.7
Lenawes		80.1	.0468	23.8	28.2	33.1	131,001	.0440	1,635	5,804	4,991	20.0	5.8	19.3	12.2	43.3	44.6	12.5	19.4	4.9	18.0
Adrian		25.4	.0148	7.7	9.6		49,606	.0166	- Fame		5,158	13.7	3.6	16.3	9.2	48.6	45.2	15.8	21.5	6.1	20.5
Livingston		33.1	.0193	9.7	9.9	5.0	52,595	.0178	77.000		5,265	20.8	5.9	20.7	12.8	40.2	40.6	12.4	19.0	5.9	21.7
Howell		5.0	.0029	1.8	1.6		9,408	.0031	1,881		5,598	14.1	3.8	18.7	10.5	46.1	41.7	13.4	18.3	7.7	25.9
Luce		7.8	.0043	1.5	1.7	2.7	7,484	.0025	999	4,996	4,230	22.7	7.8	27.4	20.0	37.3	44.3	0.0	17.7	2.7	10.4
Mackinas		9.0	.0053	2.6	2.6	2.8	10,045	.0034		3,863	3,809	33.8	13.4	27.8	24.7	31.8	44.8	4.9	10.5	1.7	7.2
Macomb	41	352.0	.2046	96.9	102.8	223.6	820,278	.2079	1,702	6,401	8,029	11.0	2.7	13.5	7.1	49.5	42.8	18.9	24.8	7.1	22.6
Mount Clemens		21.5	.0125	6.1	7.1		38,609	.0133			5,534	11.7	2.9	14.6	8.0	50.2	44.8	17.0	23.0	8.5	21.3
East Detroit		42.5	.0247	11.0	11.4		74,726	.0251	1,758	28	6,538	9.1	2.1	11.7	5.8	48.9	40.0	22.3	27.6	8.0	24.5
Roseville		37.4	.0218	9.8	10.7		64,196	.0215	1,716		5,993	10.0	2.4	13.5	7.2	50.5	43.6	19.2	25.0	6.8	21.8
St. Clair Shores		65.5	.0381	17.9	18.6		118,035	.0396	1,802	6,594	6,333	10.5	2.5	12.5	6.4	48.6	40.4	20.3	25.5	8.1	35.2
Center Line		9.8	.0067	2.4	2.5		17,305	.0058	1,766		6,878	7.1	1.8	8.6	4.1	82.3	40.5	22.8	26.7	9.2	27.2
Manistee		20.0	.0117	6.2	6.2	9.1	24,761	.0063	1,238	3,984	3,948	31.6	12.1	26.5	22.1	34.2	48.6	6.1	12.8	1.0	8.6
Manuatee		9.1	.0052	2.9	3.0		12,824	.0043	1,400	4,422	4,260	26.0	9.1	25.1	19.2	39.2	48.9	7.6	14.4	2.1	8.4
Marquette		80.5	.0203	14.4	15.3	34.6	69,810	.0234	1,382	4,848	4,834	23.8	7.7	22.7	18.2	41.3	47.7	9.0	15.6	3.2	12.8
Marquette		18.4	.0107	4.9	5.5		26,392	.0088	1,434	5,386	4,735	22.4	6.7	20.5	13.6	41.6	44.6	10.9	17.7	4.6	17.4
Ishpeming		9.7	.0067	3.0	3.0		14,741	.0050	1,520	4,914	4,701	20.5	6.4	22.3	15.2	44.2	49.3	9.7	16.3	3.3	12.8
Mason		21.5	.0125	6.7	7.0	11.0	29,307	.0009		4,374	4,168	29.3	10.5	24.9	19.3	35.9	45.6	7.5	14.4	2.4	10.2
Ludington		11.0	.0064	3.6	3.7	1	16,779	.0056	1,535	4,661	4,432	25.1	8.4	23.8	17.8	39.8	47.4	8.4	18.1	2.0	11.6
Mucosta		17.8	.0102	8.4	8.8	8.4	21,312	.0071	1,218	3,947	3,824	38.5	18.7	28,2	23.3	27.6	40.1	8.8	12.7	1.0	8.2
Meneminee		26.0	.0161	7.5	7.7	12.2	32,766	.0110	1,200	4,309	4,204	28.9	10.3	26.6	20.6	34.2	43.3	7.6	14.5	2.7	11.3
Menominee		12.3	.0071	3.5	3.8		18,717	.0063	1,534	5,348	4,802	18.5	5.6	23.6	15.3	42.3	45.1	11.6	18.8	4.0	15.2
Midland		45.8	.0285	12.7	12.7	25.6	73,192		1,000	5,763	8,737	17.4	4.8	15.0	8.7	45.4	42.6	16.0	22.7	6.2	21.4
Midland		25.6	.0149	7.2	7.7		47,497	.0159	1,855	6,597	6,100	12.8	3.0	13.3	6.4	48.0	40.6	18.9	24.1	8.1	25.9



SOLID AREA: ABC City and Retail Trading Zone

#### **POPULATION 293,801**

74 OUT OF 100 PRESS HOMES TAKE NO OTHER DAILY NEWSPAPER

## PONTIAC, MICHIGAN

167	in	Population 85,100
132	in	Retail Sales \$167,531,000
102	in	Food Sales \$39,823,000
118	in	Drug Sales
		Auto Sales \$32,812,000
		Family Buying Income \$7,128

## OAKLAND COUNTY

33rd	in	Population	631,000
38th	in	Retail Sales	\$739,314,000
36th	in	Food Sales	\$181,642,000
36th	in	Drug Sales	\$26,836,000
33rd	in	Auto Sales	\$162,865,000
34th	in	Family Buy, Income	\$7,117

The Pontiac Retail Trading Area, population 293,801, includes the major portion of Oakland County, second largest in Michigan. Here the Pontiac Press gives adequate and highly exclusive coverage for carrier surveys show 74% of Press homes take no other daily paper and 88% no other evening newspaper.

Net Paid 58,059

# PONTIRC PRESS

PONTIAC . MICHIGAN

Scolaro, Meeker & Scott,

New York, Philadelphia, Chicago and Detroit

Dayle & Hawley, San Francisco and Los Angeles

MICHIGAN		0		OPULAT STIMAT		58	EF BU	FECTIVITYING I	E NCOMI	_ (	M ES	AMIT	TES, 1	057	Th					ginal, e	
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			In	ome B	reakdes	wn of H	louseho	ilds		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- aands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	# Haids	2,498 % Inc.	\$2,500 % Hsids.	-3,999 % inc.	\$4,000 % Holds.	-6,999 % inc.	\$7,000 % Helds.	%. Inc.	\$10,00 % Halds	%
Missaukee		7.5	.0043	2.0	2.1		7,914	.0027	1,055	3,957	3,740	32.5	13.0	28.0	24.4	32.9	46.5	8.4	11.5	1.2	4.6
Monroe		93.5	.0544	26.5	26.9	27.1	148,106	.8497	1,584	5,589	5,503	18.2	8.0	17.5	10.4	43.6	42.5	15.2	22.4	5.5	19.7
Monroe		24.5	.0142	7.0	8.2		48,764	.0163	1,990	6,966	5,928	11.4	2.6	13.0	6.6	47.7	39.5	19.2	24.1	8.7	27.2
Montcalm	-	35.1	.0204	11.0	11.8	7.8	48,126	.0161	1,371	4,378	4,077	30.1	10.9	25.4	26.1	34.2	44.1	8.0	15.8	2.3	9.3
Greenville	1	7.8	.0045	2.6	2.9		13,768	.0047	1,765	5,295	4.699	19.3	5.9	22.5	14.9	43.5	47.3	11.2	18.4	3.6	13.6
Montmorency		4.5	.0026	1.2	1.3		4,919	.0016	1,093		3,519	41.8	17.3	25.2	22.7	25.8	37.8	4.7	10.3	2.5	11.9
Muskegon	243	145.9	.0848	43.3	46.1	99.7	232,637	.0780	1,594	5,373	5,044	18.5	5.4	20.2	12.9	44.8	46.2	12.3	19.3	4.4	16,2
△Muskegon		51.0	.0297	15.9	17.5		89,598	.0300	1,757	5,635	5,094	17.6	5.0	18.9	11.6	45.2	45.5	13.5	20.5	4.8	17.4
Muskegon Heights		20.5	.0119	5.8	6.7	6.26 (1)	34,259	.0115	1,671	5,907	5,092	13.7	3.8	18.9	11.4	49.1	48.2	13.6	20.2	4.7	16.4
Newayge		24.5	.0143	7.1	7.1	3.5	30,078	.0101	1,228	4,236	4,224	30.0	10.8	24.8	19.4	34.8	44.4	8.0	15.4	2.4	10.0
Oakland	41	631.0	.3669	179.8	187.9	408.6	1,279,594	.4290	2,028	7,117	6,808	10.2	2.2	12.3	5.8	46.5	35.9	20.1	23.5	10.9	32.6
Pontiac		85.1	.0495	23.7	28.3	1000	168,937	.0566	1,985	7,128	5,959	10.0	2.3	12.2	6.2	49.8	41.2	19.7	24.7	8.3	25.6
Royal Oak		72.1	.0419	20.3	21.0		155,494	.0522	2,157	7,660	7,372	9.3	1.9	10.5	4.6	44.1	31.8	23.4	25.5	12.7	36.2
Ferndale		32.5	.0189	9.2	9.6		67,806	.0227	2,086	7,370	7,002	8.7	1.9	10.7	5.0	45.8	34.7	24.4	27.9	10.4	30.5
Birmingham		24.4	.0142	7.6	7.7		71,396	.0239	2,926	9,394	9,270	10.7	1.7	10.6	3.8	35.3	20.3	20.5	17.9	22.9	56.3
Hasel Park		25.9	.0150	7.0	7.6	0.00	49,572	.0167	1,914	7,082	6,500	8.7	2.0	12.0	5.9	49.4	39.9	21.3	26.0	8.6	26.2
Berkley		22.5	.0131	5.8	6.4		47,285	.0158	2,102	8,153	7,319	7.2	1.4	9.8	4.1	44.4	31.6	26.5	28.5	12.4	34.4
Rochester		5.2	.0030	1.6	1.7		10,267	.0035	1,974	6,417	5,717	11.9	3.0	13.3	7.2	50.1	44.3	18.1	24.2	6.6	21.3
Oceana		16.5	.0096	4.6	4.6		17,977	.0061	1,000	3,908	3,855	34.9	13.7	27.8	23.6	29.8	41.5	5.6	11.8	2.1	9.4
Ogemaw		9.5	.0055	2.6	2.6		9,678	.0032	1,019	3,722	3,867	39.3	16.2	26.4	23.6	27.1	39.8	5.3	11.8	1.9	8.6
Ontonagon		10.3	.0060	3.0	3.0		11,210	.0038	1,088	3,737	3,642	36.1	15.0	29.9	26.9	28.1	41.3	4.3	9.6	1.6	7.2
Osceola		14.1	.0082	3.8	3.8		14,627	.0049	1,037	3,849	3,831	37.1	14.7	25.4	22.0	20.2	41.0	6.2	13.2	2.1	9.1
Oscoda		3.5	.0020	.9	1.0		3,253	.0011	929	3,614	3,174	42.9	20.0	28.5	28.8	24.9	41.2	3.3	8.3	.4	1.7
Otsogo		6.5	.0038	1.7	1.8		6,755	.0022	1,039	3,974	3,736	32.5	13.0	29.1	25.2	32.1	45.4	4.9	10.6	1.4	5.8
Ottawa		90.1	.0524	26.6	26.8	36.3	135,005	.0453	1,498	8,075	5,027	20.6	6.2	22.0	14.4	41.9	44.8	11.2	18.1	4.3	16.5
Holland		16.6	.0097	5.0	8.5		26,798	.0099	1,614	5,360	4,798	21.0	6.6	20.0	13.0	41.7	44.4	12.1	19.6	4.8	16.4
Grand Haven		10.5	.0061	3.2	3.5	10 7	19,640	.0066	1,870	6,138	5,531	12.9	3.3	18.5	10.5	47.1	43.4	15.1	21.0	6.4	21.8
Presque Isle	126	12.0	.0089	2.9	3.0	4.0	12,296	.8041	1,025	4,240	4,092	32.6	11.9	22.3	17.9	35.1	45:7	7.8	15.3	2.2	9.2
Rescommon		7.2	.0042	2.3	2.5		9,872	.0033	1,371	4,292	3,910	33.4	12.6	25.8	21.1	31.7	42.3	6.6	13.3	2.5	10.7

SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

# POWER to penetrate!



ADAM YOUNG, INC.
National Representative

## CKLW 50,000 WATTS

* This powerful RADIO voice sends your message to a greater number of listeners . . . you get more for your promotion dollar.

## CKLW-TV 325,000 WATTS

This powerful viganal is sent to a greater number of viewers . . . costs you less by exposing you product to a bigger audience.

> J. E. Compeau President

GENERAL OFFICES GUARDIAN BLDG., DETROIT

MICHIGAN		J		PULAT		56	EF BU	FECTIVE YING IN	COME	_ €	ES ES	TIMAT	E8, 11	157	Th	e "SM e estim	" symt	SALE:	ark ori	ginal, d	ENT.
COUNTIES	tro poli-			House-	Con- sumer	Urban					Income			In	tome B	reakdo	en of H	louseho	ilds		
(continued)	Area	(thou- sands)	of U.S.A.	(thou- nands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	80-2 % Halds.	,490 % Int.	\$2,500 % Halds	1-3,800 % . Inc.	\$4,000 Holds	-6,999 % Inc.	\$7,000 % Haids	1-9,999 % Inc.	%	Mayor % i. inc.
Saginaw	122	183.1	.1065	52.8	56.5	120.5	311,428	.1045	1,701	5,898	5,506	15.7	4.2	16.6	9.5	46.3	43.8	15.5	22.1	5.9	20.4
▲Saginaw		99.7	.0580	29.1	32.9		185,960	.0624	1,865	6,390	5,647	12.6	3.2	14.9	8.1	48.5	43.2	17.2	23.2	6.8	22.3
St. Clair	255	101.0	.0587	30.1	31.2	56.9	190,971	.0539	1,594	5,348	8,145	20.4	5.9	19.2	12.0	42.7	44.0	12.8	19.9	4.9	18.2
△Port Huron		38.0	.0221	11.5	12.5		67,115	.0225	1,766	5,836	5,339	16.7	4.5	17.4	10.3	45.7	44.0	14.5	31.3	5.7	20.0
St. Joseph		46.0	.0268	14.9	15.0	16.8	70,830	.0238	1,540	4,754	4,717	25.4	8.2	23.1	16.1	37.5	42.7	10.2	17.7	3.8	15.3
Sturgis		9.1	.0053	2.8	3.1		17,025	.0057	1,871	6,080	5,467	14.8	3.9	19.5	11.0	44.7	41.7	14.3	20.2	6.7	23.2
Sanliae		32.1	.0186	9.4	9.6		40,781	.0136	1,270	4,338	4,227	31.1	11.1	25.3	19.6	32.3	40.8	8.4	16.1	2.9	12.4
Schoolcraft		8.7	.0081	2.4	2.6	4.9	10,238	.0035	1,177	4,266	3,918	30.4	11.4	26.8	21.9	34.6	46.3	6.3	12.7	1.9	7.7
Shiawassee		52.5	.0305	15.9	16.5	22.7	82,697	.0277	1,575	5,201	5,001	20.9	8.2	20.7	13.5	42.2	44.8	11.8	18.9	4.4	18.8
Owosso		18.8	.0109	6.0	6.5		34,383	.0115	1,829	5,731	5,267	18.0	5.0	19.4	11.7	43.9	43.0	12.7	18.8	6.0	21.5
Tuscela		45.1	.0262	12.7	13.2	7.2	58,032	.0195	1,287	4,560	4,377	29.2	10.0	25.0	18.5	33.1	40.0	9.3	17.0	3.4	14.5
Van Buron		56.5	.0329	18.2	19.2	6.5	82,376	.0276	1,458	4,526	4,279	29.6	10.3	24.8	18.6	34.8	43.0	7.5	14.1	3.3	14.0
South Haven		6.5	.0038	2.2	2.2		11,045	.0037	1,000	5,020	4,842	25.6	7.9	24.2	16.2	35.7	39.1	9.1	15.1	5.4	21.7
Washtenaw	173	162.4	.0944	43.3	64.6	96.8	303,222	.1016	1,867	7,003	4,690	20.0	5.3	14.3	8.3	43.0	40.3	15.6	22.1	7.1	24.0
△Ann Arbor		51.3	.0298	12.7	28.7		124,073	.0416	2,410	9,769	4,314	12.0	3.7	11.9	5.9	45.8	36.9	19.9	24.2	10.4	30.3
Ypsilanti		21.3	.0124	5.8	8.7		42,122	.0141	1,978	7,262	4,832	17.8	4.5	13.3	7.4	44.6	40.2	16.6	22.6	7.7	25.3
Willow Run		15.4	.0089	4.1	4.2		19,842	.0067	1,288	4,840	4,719	17.0	5.4	25.2	17.5	45.2	51.1	10.2	17.4	2.4	8.6
Wayne	41	2,860.0	1.6628	824.4	962.5	2,722.8	6,199,243	2.0786	2,108	7,520	0,441	10.0	2.2	11.8	5.5	48.3	35.8	21.3	24.9	10.6	31.6
▲ Detroit		1,950.0	1.1338	553.1	675.6	500	4,281,251	1.4354	2,196	7,740	6,336	10.0	2:2	11.4	5.3	46.0	35.4	21.9	25.5	10.7	31.6
Dearborn		125.0	.0727	35.8	39.7		290,474	.0974	2,324	8,114	7,315	10.0	2.0	8.3	3.6	43.4	30.8	25.2	27.0	13.1	36.6
Highland Park		45.1	.0262	14.2	18.9	1	116,864	.0392	2,591	8,230	6,177	9.4	2.0	11.5	5.4	45.9	35.1	22.3	25.8	10.9	31.7
Hamtramek		40.0	.0232	11.0	13.2	1	80,579	.0270	2,014	7,325	6,095	9.8	2.2	11.1	5.5	48.6	39.6	22.1	27.2	8.4	25.5
Wyandotte		42.2	.0246	11.8	12.8		87,726	.0294	2,079	7,434	6,827	9.2	2.0	10.0	4.7	48.1	36.6	22.1	25.5	10.6	31.2
Lincoln Park		50.7	.0295	14.0	14.7		99,818	.0335	1,969	7,130	6,787	8.9	2.0	11.4	5.5	47.8	37.4	22.3	26.4	9.6	28.7
River Rouge		21.0	.0122	5.7	6.1	- 1	34,860	.0117	1,660	6,116	5,660	11.1	2.8	14.9	8.4	52.4	47.9	15.9	22.0	5.7	18.9
Wayne		15.2	.0088	4.1	4.8		30,847	.0103	2,029	7,524	6,326	9.2	2.0	10.7	5.2	48.1	38.0	22.6	27.0	9.4	27.8
Plymouth		8.6	.0050	2.8	2.8		18,200	.0061	2,124	6,525	6,490	14.4	3.4	14.3	7.2	43.2	35.8	18.8	23.6	9.4	30.0
Grosse Pointe		7.2	.0042	, 2.0	2.7		34,849	.0117	4,840	7,425	12,668	5.8	.6	5.2	1.0	15.8	5.3	22.3	11.4	50.9	81.7
Groome Pointe Park		15.2	.0088	4.5	5.2		56,074	.0188	3,689	2,461	10,738	8.9	1.1	8.6	3.4	28.4	12.9		13.6	34.3	70.0
Ecorse		19.0	.0111	5.0	6.3		36,532	.0123	1,923	7,306	5,774	9.2	2.2	12.3	6.5	50.9	43.3	20.7	26.6	6.9	21.4

SM Standard (A) and Potential (A) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

## Throughout Michigan's Fifty-Three Major Markets

## OUTDOOR ADVERTISING FITS YOUR REQUIREMENTS LIKE A GLOVE!

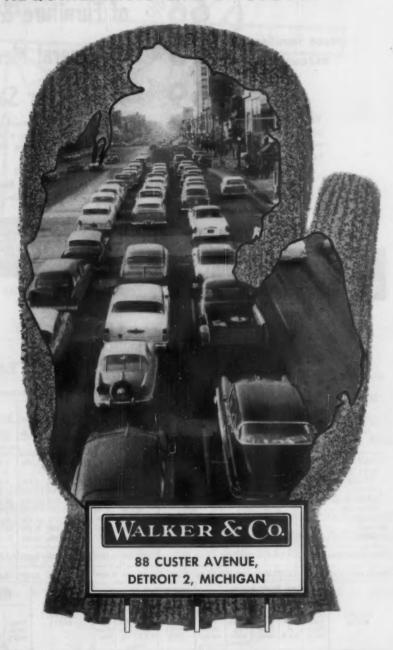
You can reach the people with 75% of Michigan's tremendous buying power including Detroit, America's fifth largest market - for as little as

## \$209.05 A DAY!

FACT: Michigan's a motoring state. Here you'll find surface transportation only with no rapid transit facilities in Detroit or any other Michigan market. Because most people use their own cars, exposure to "outdoor" is far above average! As a bonus - the tourist industry is "big business", bringing you millions of plus viewers of "outdoor" both summer and winter.

FACT: 118 separate cities and towns account for that 75% of Michigan's buying-power . . . and Walker & Co. fits into this buying-power pattern like a glove.

COST: Just for example . . . \$6,271.50 will buy you a #50 outdoor showing designed to give you thorough coverage for a full 30 days.



We will be happy to assist you in working out specific market coverage programs or provide other data that will be helpful in your planning.

WALKER & CO. OUTDOOR ADVERTISING THROUGHOUT MICHIGAN'S LARGEST TRADING AREAS



# of Daily Herald Families earn OVER \$4,000* 5...

**66%** of Furniture & Appliance Sales

these families account for

73% of General Merchandise Sales

69% of New Car Sales

Yes... Grand Rapids Herald readers offer a lucrative market for national advertisers. Herald families are larger than average, a higher percentage own cars, more own their own homes, and more Herald families are two-car families.

Contact your nearest SAWYER-FERGUSON-WALKER representative for details on The Herald Story, "talk the Most to the families who buy the Most."



*Publication Research Survey, July, 1986

THE BEST OF MICHIGAN

BOOTH NEWSPAPERS



## The Grand Rapids Herald

ONLY MORNING and SUNDAY NEWSPAPER in WESTERN MICHIGAN

MICHIGAN		0	M P	DPULAT BTIMAT	ION ES, 1/1/	58		FECTIVE YING IN		_ 0	M ES	TIMAT	TES, 11	957	The			ools mar SALES			
COUNTIES	Mo- tro- poli-			House-	Con- sumer	Urban		7			Income			Inc	omo B	reakdev	n of H	lousohol	ids		
CITIES (continued)  Allen Park	tan Area	Tetal (thou- sands)	0f U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Haid,	Per C, S, U,	\$0-2 % Halds.	,499 % Inc.	\$2,500- Hsida.	-3,999 % inc.	\$4,000 Halds.	6,990 % Inc.	\$7,000 % Haida.	%	\$10,000 Haids.	%
Allen Park Grosse Pointe		35.0	.0203	8.7	9.6		06,858	.0223	1,905	7,662	6,885	9.0	1.9	10.5	4.8	46.1	34.5	23.1	26.1	11.3	32.7
Wood		18.1	.0105	4.0	4.9		44,170	.0148	2,440	9,014	8,958	8.9	1.5	9.6	3.5	36.9	22.2	24.5	22.3	20.1	80.5
Inkster		34.6	.0202	8.1	9.2		55,359	.0186	1,600	6,834	5,961	10.0	2.4	13.6	7.1	50.2	42.3	18.2	23.2	8.0	25.0
Livonia		46.5	.0270	12.6	13.7		88,536	.0297	1,904	7,027	6,436	10.0	2.3	12.1	5.9	48.1	38.7	20.7	25.2	9.1	27.9
Garden City		33.1	.0187	8.7	9.0		56,730	20190	1,767	6,521	5,268	10.2	3.4	13.6	7.0	40.0	41.3	19.0	14.2	8.2	25.1
Trenton		14.8	.0096	4.1	-		39,430	.0090		7,178		9.5	2.1	11.3	8.5	47.9	38.0	21.9	26.2	9.4	28.2
Wexford		19.0	22230	5.7			2000	.0082		- Kendan	0,000	30.3	11.0	28.1	20.7	33.6	43.3	7.5		1	10.4
Cadillac		12.1	.0070	3.7	4.1		18,239	.0061	1,507	4,929	4,894	24.5	8.1	24.7	17.6	38.2	44.6	9.4	16.7	3.2	13.0
Total Above Cities		4,514.7	2.6249	1,295.5	1,538.7		9,378,950	3.1446	2,077	7,240	6,095	11.8	2.7	13.0	6.4	46.0	87.4	19.8	34.4	9.4	29.1
State Total		7,777.9	4.5222	2,264.4	2,508.5	5,391.9	14,441,651	4.8421	1,857	6,406	5,757	15.6	3.9	15.8	8.6	44.1	39.2	16.8	22.6	7.7	25.7

	0	M	ESTIMA	TES, 1/	1/86	M	ESTIM	ATES,	1957		0	M	ESTIMA	TES, 1/	1/58	OW	ESTIM	ATES,	1957
METRO, AREAS	Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pop. (thou- sands)	Net Dollars (\$000)	% U.S.A.	Per Cap- ita	Per H'se- hold	METRO. AREAS	Total (thou- sands)	of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (theus.)	Urban Pop. (thou- sands)	Net Dollars (\$000)	% U.S.A.		Per H'so- hold
△Ann Arbor	162.4	.0944	43.3	84.6	96.8	303,222	.1016	1,867	7,003	Jackson	126.2	.0734	36.9	40.3	70.4	215,651	.0723	1,700	5,844
△Battle Creek	143.0	.0832	41.9	50.6	107.1	254,817	.0854	1,782	6,082	Kalamazoo	158.7	.0923	47.5	53.9	106.4	293,350	.0984	1,848	6,176
Bay City	102.0	.0503	29.2	30.1	63.6	182,846	.0546	1,587	5,677	Lansing	216.1	.1256	83.7	79.5	163.8	447,974	.1502	2,073	7,033
△Benton Harbor-	11111									△Muskegen	145,9	.0843	43.3	46.1	99.7	232,637	.0780	1,894	5,373
St. Joseph	147.5	.0857	45.5	47.8	70.8	241,189	.0808	1,635	5,300	△Port Huron	101.0	.0587	30.1	31.2	56.9	160,971	.0639	1,594	5,348
Detroit	3,843.0	2.2343	1,101.1	1,253.2	3,355.0	8,009,115				Saginaw	183.1	.1065	52.8	56.5	120.5	311,428	.1045	1,701	5,886
Flint	355.8	.2088	104.8	113.1	258.3	713,526	.2392	2,006	6,808		-	-	-				-	-	-
Grand Rapids	338.1	.1965	103.3	111.4	200.5	631,073	.2116	1,867	6,100	Total Abeve Areas	8,022.8	3.5015	1,743.4	1,978.2	4,829.8	12,067,789	4.0460	2,004	8,922

SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas.

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Before using these figures read foreword, page 13.



# How do you measure a market like Detroit?

How do YOU take the measure of a market like Detroit—to be sure you put the *right amount* of advertising pressure on the sales problem? If you measure markets... determine sales potential... or plan advertising schedules... you'll be vitally interested in a recent Free Press study of the Detroit Retail Market.

"Interurban" changes have been taking place in Detroit for several years. The new Free Press study will bring you up-to-date on these changes. A new and modern concept of the nation's fourth market emerges from the study. And it can be one of the most significant contributions to your marketing plans during 1958—and for years to come! To take a really thorough look at the Detroit market, call your Free Press man right away. Ask him to show you the facts and figures—and the color-sound film, "America's Motor Empire." A showing will be arranged at your convenience.

# The Detroit Free Press

First in circulation in America's Motor Empire — 471,203

REPRESENTATIVES: NATIONAL-STORY, BROOKS & FINLEY; RETAIL-GEORGE MOLLOY, NEW YORK

MAY 10, 1958

447



. . . The Twin Cities' TWIN Voices Proudly Announce A New Recognition . . .

# The NATION'S *NEWEST METROPOLITAN AREA .. and the only NEW Metropolitan Area in Michigan . . .

BENTON HARBOR-ST. JOSEPH and
BERRIEN COUNTY, MICHIGAN



99.9 MC 9,200

1,000 WATTS

Represented by— HAL HOLMAN and MICHIGAN SPOT SALES *One of 18 New Potential Metropolitan Areas in U.S., recognized in *58 by SM



AREA	BUYING	RETAIL	POP.	FAMILIES
Benton Harbor-St. Joseph	\$ 70,799,000	\$ 82,649,000	35,500	11,200
Berrien County	\$241,159,000	\$177,096,000	147,500	45,500
Total WHFB 4-County Coverage Area	\$450,569,000	\$299,554,000	296,100	91,500



## Southwestern Michigan's Independent COMMUNITY SERVICE Stations!

Listened to by more people than the next TWO stations COMBINED . . . and featuring VARIETY Programming of music, local news, local sports, and special events.

Distribution or Marketing problem? Let WHFB's full-time Sales Service Manager aid you!

W	
H	
F	
B	

MICHIGAN	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The			rk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Fletail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (8000)	Eating & Orink. Places (\$000)	General Mdse. (\$000)	Apparel (8000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (\$000)
Aleona		5,829	.0029	6,477	.0023	74	94	1,497	384	238	29	50	2,315	370	556	361
Alger		8,973	.0045	3,451	.0045	86	85	3,277	713	1,049	430	196	1,344	963	293	240
Allegan		48,954	.0244	2,914	.0270	81	73	12,006	3,462	2,922	1,134	1,735	12.561	4,118	6,384	1,050
Algena		31,289	10156	4,407	.0130	90	106	8,773	2,328	3,910	1,425	1,357	5,890	2,464	2,387	1,120
Alpena,		27,085	.0135		.0096	110	155	7,616	1,853	8,454	1,375	1,252	5,410	1,709	2.149	1,120
Antrim		8,651	.0044	3,090	.0041	72	77	2,931	898	381	98	145	474	1,264	1,583	38
Arenac		10,499	.0052	3,889	.0045	80	93	2,326	1,247	695	147	387	2,702	994	1,313	271
Baraga		5,607	.0028	2,678	.0029	78	68	1,986	551	464	00	59	921	590	608	29
Barry	1 1	25,793	.0120	2,659	.0150	82	71	6,528	1,272	1,240	801	1,201	5,985	2,365	3,678	971
Hastings		16,727	.0084		.0054	132	205	3,863	516	1,027	744	884	4,970	1,139	1,883	66
Blay	14	117,638	10588	4,029	.0568	96	99	28,442	8,250	13,499	6,430	10,275	22,959	9,514	9,419	4,37
▲Bay City		94,499	.0472		.0378	113	141	20,614	6,083	12,700	6,278	8,422	18,800	7,238	6,631	3,76
Benzie		8,845	.0044	3,840	.0038	81	94	2,482	624	739	188	144	1.622	963	1,068	43
Berrien	162	177,096	.0885	3,892	.0841	98	103	45,591	12,797	18,147	8,297	8,866	33,906	18,200	18,784	7,30
St. Joseph		82,649	.0413		.0884	137	800	19,045	4,939	10.389	6.635	5,008	15,755	5.688	6.330	4,83
△Benton Harbor		60,995	.0305		.0190	143	239	13,153	3,306	7,448	5,219	3,756	12,518	3,947	5,055	2,94
Niles		27,679	.0138		.0109	124	157	6,590	2,535	2,450	983	1,291	7,542	3,113	1,703	62
△St. Joseph		21,654	.0108		.0094	127	146	5,892	1,631	2,946	1,416	1,336	3,237	1.736	1,275	1,29

Sales Indexes Sky-High in Benton Harbor-St. Joseph

## MICHIGAN'S NEWEST METROPOLITAN AREA

Sales production indexes in Benton Harbor-St. Joseph—only Michigan market recognized as a metropolitan area this year by Sales Management—are setting new altitude records . . . as shoppers from the metropolitan county and three neighboring counties crowd the twin-city stores. No Michigan daily newspaper city the size of Benton Harbor-St. Joseph or larger can match this sales production. (See table at right.)

50% of the state's fruit crop is grown in these four counties—the home also of 350 industrial plants. Income totals \$450,569,000, sales \$299,554,000.

The unduplicated circulation of the News-Palladium— Herald-Press saturates both city zones—carries your message into more than 28,000 homes.

#### SHOPPERS PILE UP BIG SALES PLUSES IN THESE MARKET CENTERS

	THESE MARKE	Sales Pro	duction	Index	
Income Family Income	Benton Harbor- St. Joseph Total \$70,799,000 \$6,321		Average St.	Volume) Benton Harbor- St. Joseph	
Retail Sales	82,649,000	229	146	200	
Food	19,045,000	206	168	192	
Genl. Mdse.	10,389,000	220	158	198	
Apparel	6,635,000	321	158	263	
FurnAppliance	5,092,000	265	171	231	
Automotive	15,755,000	243	114	197	
Gasoline	5,683,000	198	159	184	
LumbHdwre	6,330,000	276	126	223	
Drug	4,239,000	349	276	322	

BENTON HARBOR NEWS-PALLADIUM-ST. JOSEPH HERALD-PRESS

Represented by E. A. Faulkner & Associates

MICHIGAI	u I	NUMBER OF OUTLETS													3		NUMBI	ER OF OU	TLETS	
Cont. from p. 4	438	Pep. (Iheue.)	Tetal	Food	Drink.	man.	F-H-A	Auto.	Gae Sta.	H-8-1	Drugs		City	County	Pep. (thesis.	Total Outlets Feed	Eat. & Drink. Gen'l.	Apparel F-H-A	Auto. Gas Sta.	L-B-H Druge
Gresse Peinte ParkWayne Grosse Peinte		15.2										Inka	ter	Livingston. Wayne	34.6	102 10 150 43 148 20	2 28 1	4 6 8		8
WoodsWayne		18.1						-				Iron						1 "		
HamtramckWayne		40.0	508	137	127	24	72 3	8 7	28	17	16			Dickinson.		177 2			1 20 000	
HastingsBarry		7.0	126	19	15	9		0 11						Gegebie		201 4				
Hazel Park Oaklan	d	25.9	178	44	36	14	10	8 13	19	18	7			Marquette, Jackson		123 2 744 13				
ParkWayne		45.1	417	91	87	14	49 2	1 17	30	15	18			Kalamazoo		883 15			1	
Hillsdale Hillsda		8.0	141	18		12	10 1					Lan	sing	ingham					62 135	00 0
Holland,Ottawa		16.6	298	49		n		4 2				1			Conti		page 4.		uk adalasi	- avelu
	Me-			11		TA	IL S	ALI	8-	U	E E	STIMA		957			e estimate	s by SALES	MANAGE	MENT.
COUNTIES	tro- poli- tan Area	Tota Rota Sale (\$000	8	of U.S.A.	Per Held. Retail Sales	1	Buying Power Index	Qu	ality dex	of	ndex Sales duction	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Aute- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwrs. (\$000)	Drugs (\$000)
Branch		37	328	.0186	3,42	8	.0184		86		87	8,782	1.835	2,719	986	1,302	9,465	3,801	4,088	1,11
Coldwater			756	.0114	5,48		.0073		30		204	4,738	794	1,999	698	923	6,673		2,357	66
Calhoun	179	156,	211	.8781	3,73	1	.0828	1	00		94	41,045	10,224	16,761	8,671	8,845	20.888	15,918	10,193	5,98
△Battle Creek	11.0		693	.0493	0,10	1	.0388		25		159	26,019	5,273		6,852		17,965		4,721	3,72
Albioa			509	.0092			.0081	1	07		121	3,756	1,069	984	787	1,122	5,677	1,833	1,272	54
Springfield Place- Lakeview			491	.0032		П	.0088		83		30	2,154	501	222	84	320	655	1,116	722	28
Marshall			207	.0076		1	.0047	1	31		211	3,331	2,036	686	723		3,846		1,538	
Cass			,053	.0125			.0161		79		62	7,788	2,062		919	977	5,469			
Charlevoix		16,	,589	.0078	3,90	7	.0064		78	1	96	3,850	925	745	459	553	2,867	1,987	1,438	44
Cheboygan		17.	,940	.0000	4,90	3	.0064		86		122	4,433	2,009		588	1	3,303	1	1,681	71
Chippewa			,777	.0173		14	.0160		86		93	9,801	3,420		1,033		6,006		2,117	66
Sault Ste. Marie			,072	.0140		2	.00117		99		119 113	7,616 3,337	2,008 1,282		1,033		6,483 2,782		2,189	
		-	420	.0142			.0163		80		69	6,689	1,309	1,376	740	927	7,622	3,423	4,788	61
St. Johns			,430 ,063	.0070		1	.0043		134	1	219	2,955	490		642		4,653		1,616	-
Crawford			,211	.0031		18	.0022		88		124	1,335	864		218		1,547		420	
Deita			,485	.0202		17	.0167		87		106	11,422	3,080		2,226		8,740		3,365	
Escanaba		27	,243	.0136			.0099		106		146	7,884	1,572	3,652	1,981	1,844	5,078	1,645	2,200	71
Dickinson		27	,735	.0136	3,3	12	.0133		85		89	7,357	1,457	3,618	1,882	1,308	8,747	2,551	2,021	
Iron Mountain- Kingsford		21	.767	.0104		1	.0094		96		111	5,407	990	3,080	1,655	884	4,905	1,599	1,881	4
Iron Mountain			,727	.0094	1	1	.0069		108		147	4,563		3,055	1,652	798	3,924	1,219	1,494	
Eaton			.574	.0192	-	18	.0225		83		71	10,567	1,961			-,	9,981		4,200	
Charlotte			,312	.0071			.0053		118	1	158	3,130 5,238	1,483		1.767		8,228 4,864		1,354	
Petoskey			,828	.0124			.0092		136		249	3,716								1
Geneses	40	470	,451	.2350	4,4		.2314		112		114	106,377	28,294	45,380	28,880	33.022	118,136	38,738	37,083	18,3
▲Flint			,058	.1800		1	.1525		132		165	80,424		1		30,436	95,446	35,067	26,128	
Fenton			,892	.0071			.0047		183		255	2,908							907	
Gladwin			,970	.005			.0046	-	80		98	2,797 8,383								
Ironwood			,228	.010			.0130		113		172	6,145								
Grand Traverse		RI	.829	.025	5,8	23	.0187		98	-	136	10,975	2,890	5,982	4,18	3,049	10.554	3.810	5,813	1.5
Traverse City			,862	.023			.0136		125	1	219	9,923		-	1		10,43	8,100	5,118	1,4
Gratiot		41	,386	.020	7 4,0	58	.0178		88		102	9,203	1,770	2,797	1,29	1,888				
Alma			,124	.008		-	.0062		113 84	1	156	4,089								
Hilledale			,628	.009		"	.0063	1	137	1	87 213	8,010 4,779			831 641					-
Houghton			,703	.0193	3 3,7	24	.0166		85	-	98	13.900	3.05	4.064	1,29	1,098	6,20	3,357	2,580	9
Huron			,679		3		.0167		84	1	90	7,750								

SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas. "Not available.

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The Grand Rapids Press

Basic Buy
IN A GROWING
BILLION
DOLLAR MARKET

Grand Rapids is the hub for the vast sales opportunities of Western Michigan.

## Phenomenal Coverage

The market can be sold thoroughly and economically with a single newspaper. The Grand Rapids Press a newspaper that offers you metropolitan coverage in more than nine out of tenhames, with a circulation of 115.126.

61,963 more than any other west Michigan daily.

SARE Sublishers Statement W. NO. 35

The Grand Rapids Prese

COLOR

## Ideal for Tests

The Grand Rapids market combines all a

- Western Michigan's largest market, with
- " Diversified industry
- Facturing and pagemanufacturing
- 9 89% hame-swaership forto

## Billion Dollar "Plus" Market

The furniture business is booming more than over but a new bonus "baby" has been added to this phenomenal market. Matal manufacturers of all types and varieties are in full swing, making Grand Rapids a city with over six hundred different manufacturers.



The Grand Rapids Press

NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave., New York 16, MUrray Hill 5-2476; Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11. Superior 7-4680, Brice McQuillin, 785 Market St., Son Francisco 3, Sulter 1-3401; William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972

# LANSING

344,792,000 T. R. S.



## 87,700 families spend \$345 million

Annually in Michigan's Capitaland, the rich tri-county Lansing market.

INCOME Per Household \$7,033 No. 1 Outstate

FOOD SALES

The State Journal and only The State Journal delivers this big spending market,

65,691 (A.B.C.)

LANSING

Capital City of Michigan



## THE STATE JOURNAL

Member of Federated Publications

REPRESENTED NATIONALLY BY SAWYER-FERGUSON-WALKER COMPANY

MICHIGAN  COUNTIES CITIES (continued)	Me-		RETAIL SALES— ESTIMATES, 1957  The "SM" symbols mark original, sive estimates by SALES MANAGE!														
	tro- pali- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Foed (8000)	Eating & Drink. Places (\$000)	General Mdse. (3000)	Apparel (8000)	Furn House- Appl. (8000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)	
Ingham	76	277,788	.1388	4,361	.1419	113	111	59.625	16,200	39,385	15,864	10,381	85,464	22,350	21,552	9,470	
▲Lansing		214,894	.1074		.0817	137	180	41,196	12,980	37,107	12,870	7.826	54,854	12,110	15,862	6,750	
cast Lansing		17,948	.0090		.0190	119	56	5,227	607	675	2,146	139	423	5,677	260	1,416	
Ionia		41.093	.0205	3.573	.0192	81	87	9,120	2.212	2.037	1.043	1,444	14.013	3.632	4,948	1,160	
Ionia		17,650	.0088		.0053	136	226	3,998	507	996	591	686	7.346	1.240	892	49	
losco		17,189	.0006	3,990	.0073	87	102	4,500	1.562	1.005	582	773	3.076	2,520	1.877	903	
Iron		18,428	.0092	3,233	.0095	86	84	5,388	1,151	2,402	563	69	3,693	1,398	2,681	592	
isabella		32,699	.0164	3,988	.0156	89	93	7,475	2,254	2,039	1,190	1,577	8,810	3,574	3,941	772	
Mount Pleasant		25,201	.0126		.0093	124	168	5,812	1,184	1,667	1,028	993	8,310	2,164	2,452	691	
Jackson	67	152,054	.0750	4,121	.0738	100	103	35,813	11,287	14.774	9,763	7,846	32,517	13,119	11,671	5.764	
▲Jackson		116,180	.0580		.0422	134	184	26,701	7,838	14,090	9,438	5,693	26,276	8,909	4.657	5,078	
Kalamazon	71	198,102	.6980	4,128	.0971	105	106	42,909	11,894	19,037	10,848	13,270	43,297	15,304	18,403	8,450	
▲Kalamasoo		163,889	.0819		.0614	181	175	31,827	9,365	18,003	10,556	11,793	38,232	11,929	14,094	7,096	
Kalkaska		3,867	.0018	2,973	.0018	69	69	1,052	345	215	111	34	787	574	176	171	
Kent	86	431,919	.2157	4,181	.2098	107	110	100,400	23,658	65,237	23,843	21,711	83,878	34,746	33,158	20,838	
▲Grand Rapids		346,663	.1732		.1370	124	156	75,888	19,242	62,348	22,312	18,814	65,077	24,568	21,393	17,208	
Keweenaw		1,499	.0008	2,498	.0009	75	67	804	218	11	***	65		194	***	***	
Lake		3,928	.0020	2,806	.0019	66	69	1,298	718	260	***	69	186	500	548	179	
Lapoer		37,297	.0186	2,826	.0219	73	62	7,979	1,596	2,445	1,652	1,033	11,474	3,681	4,465	1,171	
Lapeer		17,822	.0089		.0050	125	223	4,172	538	1,011	1,226	687	4,781	1,991	1,796	604	
Leelanau		6,449	.0032	2,580	.0040	75	60	2,216	460	413	51	463	363	1,026	539	269	
Lenawee		86,811	.0434	3,648	.0443	95	93	20,116	5,658	7,119	3,483	3,453	21,609	8,655	10,185	2,541	
Adrian		41,373	.0207		.0175	118	140	9,691	1,732	5,277	2,212	2,131	9,884	3,868	3,108	1,212	
Livingston		38,210	.0191	3,939	.0184	95	99	8,556	2,861	1,244	1,309	1,644	10.162	5,612	4,692	909	
Howell		15,085	.0075		.0044	152	259	3,753	563	112	806	579	5,633	1,539	1,174	398	
Luce		6,989	.0035	4,650	.0031	72	81	1,877	596	228	384	221	1,995	424	615	451	
Mackinac		11,709	.0058	4,503	.0045	85	109	4,135	1,864	632	421	482	1,036	1,458	910	91	
Macomb	41	305,582	.1527	3,154	.1907	93	75	93,061	20,262	18,686	10,630	11,517	67,286	30,552	31,891	9,827	
Mount Clemens		61,006	.0305		.0183	146	244	15,333	3,430	6,432	3,006	2,075	16,887	4,803	4,149	2,135	
East Detroit		49,267	.0246	1	.0249	101	100	17,725	3,130	1,562	1,401	1,400	7,437	4,742	8,781	1,921	
Roseville		29,163	.0146		.0195	89	67	13,912	1,420	1,782	997	1,791	2,443	2,907	1,223	1,286	
St. Clair Shores		63,451	.0317		.0369	97	83	19,507	4,226	5,150	1,657	2,716	17,096	5,890	3,107	1,554	
Center Line		17,485	.0087	1	.0067	118	183	3,762	1,185	888	44	187	6,035	1,803	1.396	297	

SM Standard (4) and Potential (1) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

MICHIGAN	Mo-				TAIL S	ALES-	SM E	STIMA	TES, 1	957		The	estimates	by SALES	Is mark original, exclu- SALES MANAGEMENT.				
COUNTIES CITIES (centinued)	tro- poli- tan Area	Total Retail Sales (\$C00)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (8000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (3000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugo (\$000)			
Manistee		20,784 15,182	.0104	3,352	.0006	82 106	80 146	8,856 4,158	1,744	1,927 1,537	788 693	1,178 1,067	3,668	2,299 1,454	1,722 702	80			
Marquetto		53,859	.0269	3,740	.0287	88	92	10,846	3,653	5,732	2,539	2,993	7,448	4,506	3,372	1,00			
Marquette		26,406	.0132	0,1110	.0105	96	123	8,207	1,382	2,824	1,651	1,704	4,436	1,866	1,999	64			
Ishpeming		13,183	.0066		.0066	98	116	4,093	942	1,699	681	1,090	2,462	1,046	336	33			
Mason		26,328	.0131	3,930	.0113	90	105	7,387	1,456	2,133	988	1,587	5,417	1,900	3,254	84			
Ludington		17,318	.0087		.0067	105	136	4,886	869	1,482	828	1,133	3,966	949	1,757	56			
Mecesta		17,922	.0000	3,319	.0063	81	88	4,797	1,206	1,344	748	690	3,542	1,855	2,173	70			
Menemines		21,386	.0106	2,849	.0117	77	70	5,312	1,489	1,537	192	784	3,536	2,711	1,901	26			
Menominee		14,183	.0071		.0067	94	100	3,616	795	1,348	***	677	2,206	1,929	750	21			
Midland		53,404	.0267	4,205	.0256	87	101	15,246	2,494	3,257	2,067	2,943	12,195	4,864	6,253	1,84			
Midland		44,612	.0223		.0176	118	150	12,381	1,658	2,614	2,014	2,642	10,909	3,919	4,957	1,45			
Missaukee		5,805	.0029	2,903	.8031	72	67	1,631	183	294	70	248	879	665	1,024	51			
Monroe		87,351	.0437	3,296	.0488	90	80	20,280	6,289	7,062	3,508	4,241	21,822	10,416	7,951	2,231			
Monroe		49,758	.0249		.0185	130	175	12,221	3,164	6,119	3,267	2,684	11,908	3,998	2,544	1,664			
Montcalm		41,437	.0207	3,767	.0184	90	101	10,805	2,355	2,437	944	1,204	11,587	3,873	4,522	1,324			
Greenville		13,723	.0069	4 700	.0053	118	153	4,229	511	1,145	721	489	2,945	943	1,298	667			
Montmorency		5,680	.0028	4,733	.0021	81	108	1,430	617	152	***	***	571	672	1,884	321			
Muskegen	243	189,644	.0847	3,918	.0614	98	100	47,863	10,328	20,123	6,498	8,604	35,194	14,831	13,347	8,647			
△Muskegon		104,177	.0520		.0365	123	175	26,206	5,099	16,793	5,734	5,702	20,714	7,581	7,885	3,88			
Muskegon Heights.		22,645	.0113		.0115	97	95	7,673	1,059	1,601	636	2,169	5,722	1,215	990	912			
Newaygo		20,782	.0104	2,927	.0110	77	73	5,521	1,291	1,135	893	842	3,910	2,225	3,055	661			
Oakland	41	739,314	.3694	4,112	.3087	109	101	181,642	45,496	104,662	41,649	37,001	162,865	59,757	47,843	26,83			
Pontine		167,531	.0837		.0633	128	160	39,823	12,162	26,136	11,942	12,577	32,812	10,185	7,923	5,470			
Royal Oak		122,375	.0611		.0528	126	146	30,387	5,731	9,918	7,868	7,762	30,466	12,040	7,154	4,790			
Ferndale		73,881	.0369		.0262	139	195	12,799	2,309	12,077	3,561	4,983	24,320	4,345	3,026	2,020			
Birmingham		78,389	.0392		.0266	187	276	19,906	1,109	2,864	8,077	3,368	29,297	3,710	2,536	1,06			
Hasel Park		24,198	.0120		.0157	120	131	13,009	2,456	760	759	999	780	2,217	1,615 3,766	2,080			
Berkley		34,144 18,069	.0090		.0051	170	300	12,178 5,074	4,056 808	1,707	1,266 758	1,372 734	7,147	4,324 1,267	1,153	611			
Oceana		16,937	.0084	3,682	.0075	78	88	5,166	734	485	420	552	3,617	1,842	2,480	490			
Ogemaw		10,358	.0052	3,984	.0043	78	95	2,680	881	1,015	366	492	2,001	978	1,343	407			
Ontonagon		10,026	.0050	3,342	.0046	77	83	3,089	1,178	903	273	43	1,716	870	915	201			
Osceola		13,219	.0066	3,478	.0060	73	80	3,114	797	942	147	530	2,489	1,995	1,715	411			
Oscoda		3,893	.0020	4,326	.0016	80	100	925	498	123	29	107	631	540	594	100			
Otsego		10,117	.0050	5,951	.0033	87	132	2,366	786	852	296	426	1,937	1,034	1,452	33			
Ottawa		95,047	.0475	3,573	.0474	90	91	23,900	4,102	7,100	3,934	3,639	23,139	7,795	11,075	2,67			
Holland		37,575	.0188		.0120	124	194	7,712	1,168	3,977	2,192	2,032	10,974	2,726	2,535	97			
Grand Haven		22,656	.0113		.0079	130	185	6,881	891	1,778	1,098	682	5,760	1,210	2,102	75			
Presque Isla		11,206	.0058	3,864	.0051	74	81	3,498	967	529	590	264	2,260	844	1,695	39			
Rescommen		12,038	.0000	5,234	.0043	102	143	3,584	1,649	497	167	258	2,000	1,806	1,128	53			
Saginaw	122	207,883	.1030	3,937	.1047	98	98	42,088	13,284	23,671	14,901	10,447	53,875	15,489	17,098	7,58			
▲Saginaw		168,169	.0815		.0673	116	141	32,070	8,844	22,056	13,333	7,707	42,963	10,967	10,914	6,38			
St. Clair	258	119,637	.0597	3,975		96	102	34,291	7,586	10,282	5,711	5,113	23,868	10,591	11,850	3,84			
△Port Huron		74,766	.0374		.0269	122	100	20,267	3,597	8,423	4,604	3,774	15,555	5,956	6,919	2,08			
St. Joseph		50,303	.0252	3,378	.0249	93	94	11,257	3,600	3,649	1,946	2,813	12,367	5,526	5,135	1,77			
Sturgio	•	19,433	.0097		.0068	128	183	4,301	914	1,673	1,185	1,744	4,193	1,670	1,582	89			
Sanline		31,482				82	84	7,573	1,929	1,584	814	1,123	8,607	3,229	4,972				
Schoolcraft		11,005				86	108	2,887	933	882	248	345	1,904	1,381	1,156	37			
Shlawassee		61,843		3,889		96	101	14,858		5,099	2,614	3,719	16,187	5,758	7,485	1,55			
Owosso		87,038	.0185		.0135	134	170	9,215	1,129	4,121	2,092	2,625	9,579	2,887	8,210	93			
Tuscala		39,516				80	78	9,340	1,772	1,907	969	1,437	11,860		8,087	1,12			
Van Buren		48,451	.0242	2,862		84	74	13,400		1,600	1,389	1,411	12,233		5,565	1,67			
South Haven		14,310			.0047	124	187	3,626		501	738	335	5,483		840	37			
Washtonaw	173	191,356		4,419		104	101	46,481				8,006	43,742		13,208	8,11			
△Ann Arbor		93,462			.0408	137	157	10,774			9,746	8,176	16,362		5,439	5,06			
Ypsilanti		46,776 8,047			.0166	134 71	189	11,985 2,570				2,095 215	15,838		2,451 708	1,52			
	44																		
Wayno	41	3,952,296 2,909,325		4,794	1.9642	118	119	911,778 633,625				208,794 153,298							
AL/CMUID																			

SM Standard (A) and Potential (A) Metropolitan County Areas,

© SM, 1958.

Before using these figures read foreword, page 13.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

# As Basic as the Alphabet

Every important advertising campaign should include Detroit . . . every Detroit campaign should include the WWJ stations.

- D etroit Standard Metropolitan Area contains the greatest concentration of people and wealth in Michigan: 50% of the state's population, 53% of its retail sales.
- ver growing, this three-county area has added 654,000 people since 1950, bringing its total population to 3,670,000. (Total population in the WWJ stations' coverage area is nearly 7,000,000.)
- he average family income is \$6,300—with 28.1% having an income of over \$7,000 per year.
- Retail sales in 1956 totaled nearly \$5,000,000,000. Food, automotive, drug and cosmetic purchases were high on the list of consumer expenditures.
- utstanding in volume of bank debits ("money at work"), Detroit ranks third in the nation, surpassed only by New York and Chicago.
- In Detroit, 81% of families own one or more automobiles.
- o the people of Detroit and southeastern Michigan, the WWJ stations are time-tested friends; believable, trustworthy, always welcome.

Source: Fifth Quinquennial Survey of the Detroit Market

# the BELIEVABILITY stations

WWJ RADIO

The World's First Radio Station



C

WWJ-TV

Michigan's First Talavisian Station

Owned and operated by The Detroit News

National Representatives: Peters, Griffin, Woodward, Inc.





HAVING TROUBLE GETTING ACROSS TO PEOPLE?

VIR DETROIT

WJR is the one radio station that reaches 41% of the adult listeners in the rich Great

WJR-Radio Programs with Adult Appeal



VIR DETROIT

WJR reaches more adult listeners on an verage day than the next six Detroit radio stations combined _Alfred Pour Rase

WJR-Radio Programs with Adult Appeal



WJR-Radio Programs with Adult Appeal



IF YOU LIKE MONEY YOU'LL LOVE THIS!

VJR DETROIT

controlling 80% of the purchasing power than the next six Detroit radio stations com-

WJR-Radio Programs with Adult Appeal



More women prefer WJR for homemaker programs than the next six Detroit radio

WJR-Radio Programs with Adult Appeal



Listeners prefer and believe in advertising on WJR by a 2 to 1 margin over the next Detroit radio station.

WJR-Radio Programs with Adult Appeal

The facts you see on this page illustrate WJR's dominance in the Detroit-Great Lakes area.

They were brought to light by Alfred Politz

Research, Inc. After reading them you

have a number of alternatives:

- You can forget 'em-because you haven't distribution in this area and aren't interested in it.
- 2 You can call your sales manager and/or ad manager and ask them, "What are the reasons why we aren't using WJR?"
- 3 You can call your advertising agency and have them get more WJR facts from the nearest Henry I. Christal
- You can sit back and think-What a fine choice we made when we bought WJR; its adult audience assures sales success.

Detroit 50,000 Watts

Radio Programs with Adult Appeal



SALES MANAGEMENT

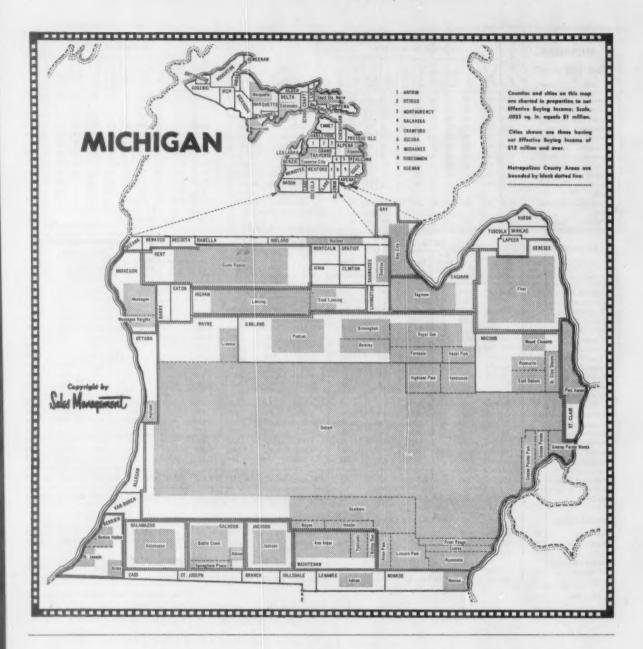
MICHIGAN	V	3			NUME	ER O	F OUT	LETS					(%)		NUN	BER O	F OU	TLET	5		
Cont. from p. 4		Pop. (thous.)	Total Outlets	Food	Eat. & Drink. Gen'l.	Mdse.	F-H-A	Auto. Gas	L-B-H Drugs		City	County	Pop. (thous.)	Total	Food Drink.	Mdse.	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
LapeerLapeer		7.0	124	17	14	5 11	10	8 20	14 5	Mu	skegon	Muskegen	51.0	727 1	157 105	45 51	48	58	88	54	27
Lincoln Park Wayne		50.7	301	63	52	23 21		28 41			skegon						1				
Livenia Wayne		46.5	165	39	30	10 4	10	2 34	13 7	H	eights	Muskegon.	20.5	164	34 34	9 12	14	11	14	11	5
Ludington, Mason		11.0	162	40		8 16	2.00	8 18				Berrien		210	39 41	12 16			27	13	5
ManisteeManist		9.1	164	35		7 12		10 21				Shiawasse		232	42 28	15 28	1		35	18	6
MarquetteMarque		18.4	192	49		11 15	-	8 24	4			Emmet		158	32 18	10 23	1	1	14	9	3 5
Marshall Calhout Menominee Menom		6.3 12.2	129	17	19	9 12		9 16				Wayne			32 20 48 164	8 12 73 81			21 105	13	27
MidlandMidlan		25.6	254	58		8 26	-	10 20				St. Clair			89 78	28 48			78	28	11
MonroeMonroe		24.5	291	56		20 35	-	17 31	1	11		Wayne			86 38	11 22	1	1	13	10	8
Mount		24.0	201	30	00	.0 39	10	11 31	11	11		Oakland			19 19	3 10	1		13	8	4
ClemensMacom	b	21.5	353	70	68 :	29 37	16	28 45	18 8	11		Macomb			40 25	18 8	1	1 1	25	9	8
Mount			-	-		-											1	1 1			
PleasantIsabella	1	12.9	183	29	35	17	11	19 25	16 4				(Cont		n page						_
	Me-				RE	TAIL	LSA	LES-	SM	ESTIMA	TES, 1	1957			he "SM" ve estima						
COUNTIES CITIES (continued)	tro- poli- tan Area	Tota Reta Sale (\$000	il B	% of J.S.A.	Per Hsid. Retail Sales	Buy Pov	189	Quality	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn.« House- Appl. (\$000)	Auto- motive (\$000)	Stati (10)	igns	Lumb Bldg Hdw (100	1.	Drug (\$000	
Highland Park	74.04	-	-		-	-	-	157	208	-		26,292	6,019	4,16		-	-	-	277		051
Hamtramek		109,	095	.0546		.04		116	127	17,183 12,704	4,478	6,458	5,805	4,55	-		,060		179		442
Wyandotte		104,		.0521		.03		143	212	27,009	5,331	16,384	6,902	4,97		_	,914	7.3	656		862
Lincoln Park			034	.0458		.03		123	154	29,700	4,523	3,279	4,189	5,47			.212		695		390
River Rouge			758	.0194		.01		116	159	11,003	2,058	1,107	1,348	70			,162		140		666
Wayne			429	.0202		.01		148	230	11,289	2,612	2,335	1,080	2,06	1		,286		472		351
Plymouth			104	.0120		.00	77	154	240	6,398	952	2,029	1,929	1,30	6,60	13 1	,990	1,	563		715
Grosse Pointe			342	.0097	1	.00	96	229	231	6,109	297	1,100	6,223	474		7	611		194		424
Grosse Pointe Park			934	.0130		.01		172	148	820	2,000	427	88	561		-	,303		268		385
Ecorne			588	.0108		.01		105	97	6,607	1,578	417	369	163	1	1 .	,208		340		953
Allen Park Grosse Pointe		26,		.0132		.01		95	65	13,217	976	613	1,471	1,768			,514		226		730
Woods			793	.0084		.01		114	80	8,351	770	210	509	1,057		-	,497		536		664
Inkster			160 054	.0091		.01	77	80 94	45 63	6,079	1,436	1,143	254 407	863 780	-		,711		056		911
Livonia			046	.0095	1	.02		86	51	2,988	977	1,757 724	267	692		_	,735		715		560 386
Trenton		14,	0.00	.0075		.00	-	103	87	3,965	1.300	824	309	559	4		227		430		635
Wexford		23.		.0117				89	105	5,928	1,291	2,588	1.334	1.785	1		,208		453		825
Cadillac		18,		.0093		.00		103	133	4,756	709	2,398	1,123	1,688	1		,185		437		716
Total Above Cities		7,446,	913 3	.7204		3.21	41	122	142	1,732,034	492,287	989,392	468,192	412,741	1,728,27	2 534	,520	418,	484	305,7	778
State Tetal		9,488,	406 4	.7401	4,20	4.74	78	105	105	2,285,798	653,577	1,128,360	515,513	481,933	2,138,96	5 773	,342	682,	838	369,0	)99
METRO. AREAS					RE	TAIL	. SA	LES-	SH	STIMA	TES, 1	957									
△Ann Arbor	173	191,		.0956	20000			104	101	46,481	13,889	15,889	13,465	8,696	1	-	,501	13,		8,1	
△Battle Creek	179	156,		.0781				100	94	41,045	10,224	16,761	8,671	8,646	29,89	15	are,	10,	193	5,9	153
Bay City	14	117,	038	.0588	4,025	.05	88	96	99	00 410	-	40 400		40.5							
△Benton Harbor- St. Joseph	182	177.	pag	.0885	3.892	.05	41	96	103	28,442 45,501	12,797	13,499	8,430 8,297	10,275 8,856		- 2	,514	18,	119	7,3	
		3.7 6 6	THE STATE OF	* 0000	0,000	1 1 1 1 1 1 1	TO 1	80	100	1 40.001	16.10()			0.030	00,00	w: 10	- 65 MIN		1979	0.49	ALC: U

© SM, 1958.

Before using these figures read foreword, page 13.

#### 4-Way Index to Survey Data

A 4-way index listing all the data both alphabetically and in the order of their appearance throughout the book is provided for your convenience on pages 3, 4, 5, 7 and 9. Also included is a special index to the state county-city tables giving, for each state, the page numbers of the map; list of cities with population and number of outlets; population and Effective Buying Income tables; retail sales tables, and the state metropolitan area tables.



#### For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.



Dynamic Detroiters work hard to put the world on wheels. In return, Detroit families earn an average annual income of \$7335, the highest among the nation's top five cities. They spend the most, too—24% above the national average.

Number One newspaper in the Detroit market has always been The Detroit News. The News not only reaches more homes in the Detroit 6-county trading area than any other Detroit newspaper, it also delivers more homes with higher per capita income and outgo. Detroit News' readers earn more, spend more, live better. For example, through The Detroit News you can reach 56% of the families who spend \$40 or more weekly for food alone!

That's why The News, carries more total advertising linage than both other Detroit newspapers combined!

## The Detroit News

Total Circulation: 468,167 weekdays, 579,068 Sundays, ABC 9-30-57

MICHIGAN	08")			NU	MBE	R OF	OUT	LET	S		
Cont. from p. 455	Pop. (thous.)	Total	Food	Eat. & Drink,	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
Royal OakOakland	72.1	547	103	72	64	46	38	32	67	32	17
SaginawSaginaw Sault Ste.	99.7	1,110	242	195	81	122	64	53	.96	74	43
MarieChippewa	20.2	200	40	41	13	14	9	12	17	16	7
South Haven, Van Buren, Springfield	6.5	111	24	14	4	14	6	15	11	7	1
Place Lake- viewCalhoun	18.2										,
St. Claire ShoresMacumb	65.5	242	20	49	0.0		40		-	-	
St. JohnsClinton	5.5		50	16	-	11	12	10	1	21	
St. JosephBerrien	12.6	44.0	17	1	1	10	6 8	10		12	
SturgisSt. Joseph	9.1		23	1		17	10	8		13	
Traverse City, Grand	0.1	140	20	20	0	11	10	0	10		
Traverse	18.6	295	56	39	25	29	18	2.5	31	24	1
TrentonWayne	14.8		15	20	7	4	8	6	12	5	
WayneWayne	15.2	236	62	43	21	16	15	14	30	8	
Willow Run Washtenaw	15.4										
WyandotteWayne	42.2	521	133	87	33	47	38	34	80	22	2
YpsilantiWashtonaw	21.3	248	40	41	10	25	13	28	37	19	



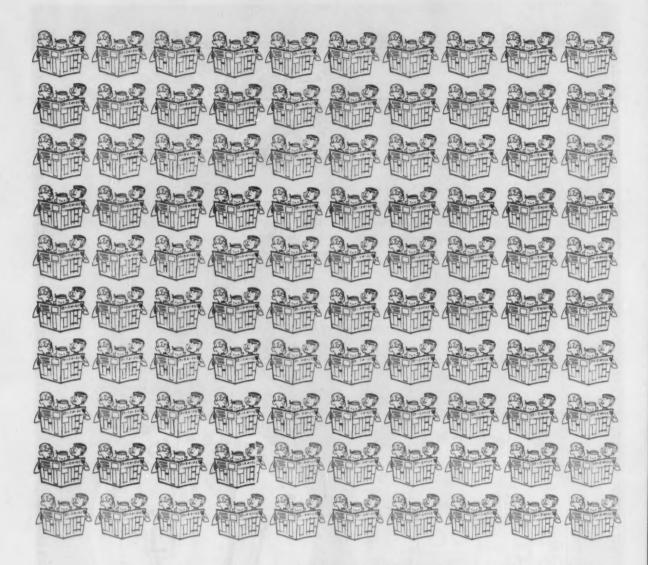
METRO,	Me-			RET	TAIL S	ALES-	SHI	STIMA	TES, 1	957		The			rk original, MANAGE	
AFEAS (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$800)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$600)	Drugs (\$000)
Flint	49	470,451	. 2350	4,489	.2314	112	114	105,377	28,294	45,380	28,855	33,022	118,136	38,735	37,083	18,344
Grand Rapids	56	431,919	.2157	4,181	12098	107	110	100,480	23,658	65,237	23,843	21,711	83,876	34,746	33,158	26,838
Jackson	67	152,084	.0759	4,121	.0736	100	103	35,813	11,287	14,774	9,763	7,846	32,517	13,119	11,671	5,764
Kalamazog	71	198,102	.0980	4,128	0971	105	108	42,909	11,894	_19,037	10,846	13,270	43,297	15.304	18,403	8,450
Lansing	76	277,788	.1388	4,361	.1419	11/3	111	59,625	16,200	39,385	15,864	10,381	65,464	22,350	21,552	9,476
△Muskegon	243	169,644	.0847	3,918	.0814	96	100	47,863	10,328	20,123	6,498	8,604	35,194	14,831	13,347	6,847
△Port Huron	255	119,637	.0597	3,975	.0586	98	102	34,291	7.566	10,282	5,711	5,113	23,888	10,591	11,850	3,841
Saginaw	122	207,883	.1039	3,937	.1047	18	98	42,069	13,294	23,671	14,901	10,447	53,875	15,489	17,098	7,586
Total Above Areas		7,065,071	3.8293	4,397	3.8721	111	100	1,816,384	535,421	990,897	449,620	404,179	1,728,554	585,500	474,692	315,137

MINNESOTA -	Central States: Iowa, Kar	

	3			NUI	VIBER	R OF	оит	LET	3				(*8)			NUI	MBEI	OF	OUT	LET	S		
Map, page 460 City County	Pop. (thous.)	Total	Food	Eat. & Drink,	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs	City County	Pop. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
Albert LeaFreeborn	15.9	260	30	52	13	15	15	20	35	31	5	MooreheadClay	21.0	157	30	23	14	10	14	9	15	14	4
AlexandriaDouglas	7.3	152	20	23	8	13	6	17	21	19	3	New UlmBrown	10.3	159	22	41	7	17	10	9	12	15	-
AnokaAnoka	9.2	141	31	26	13	12	5	7	16	13	3	OwatonnaSteele	12.9	159	21	20	10	10	9	14	22	20	4
AustinMawer	27.0	310	51	68	18	30	22	16	32	22	9	Pipestone Pipestone	5.9	144	20	26	18	10	7	14	16	18	3
Bemidil Beitrami	11.0	182	35	28	11	16	8	14	16	13	6	Red WingGoodhue	11.2	194	28	32	16	25	18	10	24	13	8
Blue EarthFaribault	3.9	112	19	21	10	4	. 6	8	18	18	1	Redwood											
Brainerd Crow Wing	13.8	246	49	35	23	15	9	23	32	14	6	FailsRedwood	5.4	118	10	14	24	9	2	13	15	13	3
Cloquet Carlton	8.6	114	21	17	10	5	7	12	14	8	3	RichfieldHennepin	43.0	152	25	16	20	15	8	4	25	16	5
CrookstonPolk	9.0	135	21	18	11	12	13	10	17	19	3	Robbinsdale Hennepin	17.5	82	14	9	14	3	8	2	15	5	3
Detroit Lakes Becker	8.4	157	23	27	10	4	6	13	24	16	4	Rochester Olmsted	34.5	449	58	91	25	44	35	23	49	24	10
DuluthSt. Louis	110.0	1,268	328	215	103	112	69	58	142	49	116	South St.											
Fairmount Martin	10.3	208	25	43	23	20	16	13	17	18	4	PaulDakota	20.5	178	36	40	8	12	8	13	19	15	4
Faribault Rice	17.5	195	38	32	18	14	11	14	23	19	5	St. CloudStearns	31.0	364	45	69	33	26	24	29	48	25	7
Fergus Falls., Otter Tail	14.2	189	26	29	16	21	12	12	16	20	6	St. Louis											
Grand Rapids, Itasca	7.2	142	18	23	7	12	10	17	19	11	3	ParkHennepin	47.2	160	23	21	28	11	9	2	25	17	7
HibbingSt. Louis	17.8	227	51	40	16	21	10	18	20	16	4	St. PaulRamsey	338.2	3,182	759	618	277	207	164	101	387	140	110
HopkinsHennepin	11.0	118	15	18	8	8	8	3	15	18	3	StillwaterWashington.,	8.2	135	31	19	9	9	8	12	14	11	3
FallsKoochiching.	6.5	127	22	28	12	11	5	11	10	10	4	FallsPennington	8.1	120	20	19	TO	10		10	10	14	-
Little FallsMorrison	7.5		21	22	11	10	9	11	23	11	4	VirginiaSt. Louis	14.5	231	41	39	13	24	18	20	30	17	3
MankatoBlue Earth	22.4	-	40		19	44	22	10	32	24		Willmar Kandiyohi	10.9	184	26	26	23	16	7	14	19	22	
	7.0	-	12		14	13	8	9	8	20	3	WinonaWinona	27.3	341	51	81	31	23	28	27	28	18	-
Marshall,Lyon MinneapolisHennepin		5,574			496	403	327	171	597	258	204	Worthington Nobles	9.8	157	27	24	15	13	7	12	13	17	2
MontevideoChippewa	6.0		22		10	13	8	11	21	19	3	www.unnigton	0.0	201		2.4	-	10		-			

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Permission to reproduce this Survey of Buying Power data in printed form, in whole or in part, may be granted only through written request to SALES MANAGEMENT, INC.



Booth average home county coverage is only 83.9%...

**BUT WE'RE STILL GROWING!** 

We're proud of 83.9% family coverage in the 8 rich Michigan counties where Booth newspapers are published. Proud, but not satisfied.

Why not 100%, we keep asking ourselves.

Even now, though, there's no "foreign" newspaper that comes within a country mile of this coverage. Next—and pretty far back—is a Detroit newspaper with about 39% in one of our counties and 21% in another.

Obviously, if you want to sell vigorously and profitably in Booth Michigan counties (\$1.9 billion in retail sales in 1956) you use Booth newspapers.

Call the Booth representative near you, or send your order in direct.



THE BEST OF MICHIGAN

#### BOOTH NEWSBARE

THE BAY CITY TIMES
THE SAGINAW NEWS

THE ANN ARBOR NEWS JACKSON CITIZEN PATRIOT THE FLINT JOURNAL KALAMAZOO GAZETTE

THE GRAND RAPIDS PRESS
THE MUSKEGON CHRONICLE

NATIONAL REPRESENTATIVES: A. H. Kuch, 260 Madison Ave., New York 16, MUrray Hill 5-2476. Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, Superior 7-4680. Brice McQuillin, 785 Market St., San Francisco 3, Sutter 1-3401. William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.



# service

It is fitting that in the year of Minnesota's Centennial Anniversary, both KSTP Radio and KSTP Television celebrate important anniversaries of their own.

KSTP Radio, a pioneer among the nation's broadcasters, celebrates its Thirtieth year as the Northwest's QUALITY station. Priced and programmed to suit today's radio needs, KSTP continues as a leader in the market.

KSTP Television—the Northwest's first television station—celebrates its Tenth year as the Northwest's leading station. Nationally famous for its news coverage and locally famous for its consistently superior entertainment, KSTP-TV continues to serve and sell 720,000 television families.

KSTP Radio and KSTP Television will continue to lead . . . to pioneer . . . and to serve for many years to come.





Radio

# KSTP

Television

MINNEAPOLIS · ST. PAUL Basic NBC Affiliate
"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.

### SELL MORE

### where MORE is sold

... in 70% Country ... the area in the Upper Midwest, outside the Twin Cities, where more than 70% of all retail sales are made. SOLD BEST by the local daily newspapers.



NORTHWEST DAILY PRESS ASSOCIATION

COUNTRY

MINNESOTA		J		PULAT		58	BU	FECTIVE YING IN	COME	_ (	M ES	TIMAT	E8, 19	57	Th	e "SM	" symt	SALES	rk ori	g nai, e AGEMI	ENT.
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Înceme			In	rome B	reakdo	an of H	louseho	lds		
(continued)	tan Area	Total (thou- sands)	W.S.A.	holds (thou- aands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	ref U.S.A.	Per Capita	Per Heid.	Per C. S. U.	\$0-2 % Haida.	0%	\$2,500 % Halds	3,999 % Inc.	\$4,000 % Halds	76,900 % Inc.	\$7,000 % Halds.	-9,900 % Inc.	\$10,000 % Halds.	%
Aitkin		12.8	.0072	3.7	3.7		13,186	.0044	1,055		3,489	37.6	15.6	29.0	26.4	26.9	39.7	4.8	10.6	1.7	7.7
Anoka	92	59.1	.0344	16.0	18.0	21.2	84,103	.0282			5,239	15.9	4.4	18.9	11.4	46.7	46.2	13.7	20.5	4.8	17.5
Anoka		9.2	.0054	2.4	3.7		15,622	.0052			5,762	11.3	2.7	17.3	8.8	46.5	39.0	15.9	20.2	9.0	29.3
Becker		23.7	.0138	6.5	6.9	8.4	27,955	.0094		4,301	3,996	33.7	12.0	25.0	18.3	30.3	38.2	7.4	14.0	3.6	16.5
Detroit Lakes		6.4	.0037	1.7	2.2		10,365	.0035	1,620	6,097	4,625	20.5	5.6	19.9	12.0	41.2	40.1	11.5	16.9	6.9	25.4
Beltrami		24.8	.0142	6.8	7.2	11.0	27,241	.0091	1,112	3,948	3,769	33.5	12.8	27.0	22.3	31.1	42.1	6.1	12.6	2.3	10.2
Bemidji		11.0	.0064	3.3	3.9		16,217	.0054		4,914	4,140	26.3	8.6	24.4	17.4	36.5	42.5	9.1	16.0	3.7	15.5
Benton		17.5	.0102	4.5	4.5	7.1	19,023	.0064	1,087	4,227	4,174	26.1	9.1	28.4	21.4	35.3	43.7	7.4	13.9	2.8	11.9
Big Stone		9.2	.0054	2.4	2.4	2.6	11,040	.0037	1,200	4,600	4,458	24.8	8.0	26.1	18.4	36.1	41.5	9.0	18.5	4.0	16.6
Blue Earth		41.4	.0240	11.9	14.0	22.4	67,057	.0225	1,620	5,635	4,785	22.8	6.4	21.9	13.4	37.5	37.5	11.0	16.6	6.8	26.1
Mankato-							24 600														
North Mankato		28.8	.0164	7.6	8.7		\$1,398		1,823						10.4	42 11	07 0	100	17 0		00 1
Mankato Brown		28.5	.0130	6.3	8.4	16.5	41,767 38,199	.0140			4,766	18.6	7.8	18.7	10.4	37.3	37.9	10.0	17.8	8.3	29.1
New Ulm		10.3	.0060	3.1	3.3	10.0	14,507	.0049			4,353	25.9	8.4	23.5	16.7	37.9	43.7	0.0	15.6	3.7	15.6
Carlton		28.5	.0184	7.0	7.5	8.6	35,254		1,330		4.847	19.2	5.8	21.4	14.0	44.0	47.3	11.7	19.0	3.7	13.9
Cloquet		8.6	.0050	2.6	2.8		15,880	.0053			5,515	10.0	2.5	16.7	9.2	50.7	45.7	16.8	22.9	5.8	19.7
Carver		10.5	.0113	5.3	5.5		27,596	.0093	1,415	5,207	4.973	22.0	6.3	22.4	14.0	38.4	39.1	11.1	17.1	6.1	23.5
Cass		19.0	.0111	8.1	8.1		17,380	.0058	915		3,357	40.0	17.3	27.9	26.3	26.5	40.8	4.4	10.2	1.2	5.4
Chippowa		10.7	.0097	4.8	8.0	6.5	23,407	.0079			4,685	21.8	6.6	24.2	16.1	39.0	42.3	10.6	17.3	4.4	17.7
Montevideo		6.0	.0035	1.8	2.0		9,772	.0033	1,629		4,741	16.9	4.9	21.7	13.5	44.9	45.9	11.9	18.4	4.6	17.3
Chisage		13.7	.0000	4.1	4.5		17,772	.0059	1,297	4,335	3,942	31.2	11.1	24.2	18.9	33.5	42.5	8.3	15.8	2.8	11.7
Clay		38.4	.0223	10.0	12.7	21.0	61,398	.0206	1,500	6,140	4,822	17.5	4.7	18.0	10.4	44.4	42.1	13.5	19.3	6.8	23.5
Moorhead		21.0	.0122	5.6	7.8		37,471	.0126			4,752	14.6	3.7	15.2	8.5	48.6	44.3	14.8	20.3	6.8	23.2
Clearwater		9.8	.0057	2.7	2.7		9.027	.0030	921	3,343	3,261	41.7	18.5	27.3	28.5	25.7	40.7	4.4	10.5	.9	3.8
Cook		4.8	.0026	1.4	1.4		5,387	.0019	1,107	3,848	3,840	32.4	12.3	27.4	22.6	32.3	43.6	8.7	11.7	2.2	9.8
Cottonwood		16.2	.0094	4.7	4.8	3.3	25.228	.0084	1,557	5,368	5,235	20.3	5.6	24.0	14.3	37.6	36.8	10.9	16.1	7.2	27.2
Crow Wing		31.7	.0185	9.5	9.5	16.5	41,602	.0140	1,312	4,379	4,351	25.9	8.7	28.1	18.2	37.6	44.7	8.2	14.7	3.2	13.7
Brainerd		13.8	.0080	4.1	4.5		21,763	.0073	1,577	5,308	4,787	17.3	5.0	21.3	13.4	45.9	47.2	11.1	17.3	4.5	17.1
Daketa	92	84.2	.0373	17.3	17.3	38.6	96,164	.0322	1,498	5,559	5,537	16.4	4.3	18.7	10.7	43.7	40.9	14.6	20.6	8.8	23.5
South St. Paul		20.5	.0119	5.8	5.9		34,886	.0117	1,702	6,015	5,840	12.5	3.1	15.9	8.4	47.5	41.5	16.7	22.1	7.4	24.9
Dodge		12.8	.0074	3.6	3.6		15,418	.0052		4,283	4,189	28.1	9.7	26.2	18.9	35.0	42.9	8.8	18.3	2.9	12.2
Douglas		22.8	.0133	6.6	7.0	7.3	27,882	.0003			3,936	27.4	0.0	28.2	22.1	35.0	44.9	7.2	14.0	2.2	9,1
Alexandria		7.8	.0043	2.4	2.5		10,810	.0036	1,481	4,504	4,273	25.2	8.4	26.2	19.1	36.6	43.4	8.7	15.6	3.3	13.5
Faribault		25.8	.0150	7.4	7.4	3.9	37,596		1,457		5,035	22.1	6.4	23.9	15.1	37.1	38.0	10.8	16.7	6.1	23.8
Blue Earth		3.9	.0022	1.3	1.3		7,025	.0023	-	5,404	5,091	21.9	6.1	19.0	11.4	41.1	40.6	11.5	17.2	8.5	24.7
Fillmore		24.7	.0143	7.2	7.2		30,085	.0101	1,218		4,129	30.4	10.7	26.8	20.3	32.1	40.2	7.7	14.6	3.2	14.2
Freehern		35.8 15.9	.0209	10.4	10.7	15.9	83,323 27,341	.0181	1,503		4,984	19.3	5.6	22.8	14.2	46.1	41.8	11.7	18.6	5.3	20.4
Albert Don		10.0	.0000	0.0	0.0				2,102	0,000	1,500	10.0	4.0	20.0	14.0	10.1	20.2	14.0	10.0	0.0	19.0
Goodhue		35.5	.0208	10.4	11.0	11.2	50,376	.0168			4,577	22.7	7.1	23.8	18.1	39.2	43.2	10.1	16.8	4.2	18.8
Red Wing		11.3	.0065	3.4	3.9		19,705	.0066			5,005	13.7	3.4	20.6	13.2	47.9	45.9	13.4	19.4	5.4	19.1
Grant	90	9.7	.0056	2.7	2.8	700 4	12,027	.0041			4,282	27.0	9.0	28.4	19.4	35.3	42.0	7.8	13.6	3.7	18.8
Hennopin	92	795.0 554.1	.4623		285.1	706.4	1,173,842	.3934	100000		5,778	12.1	2.8	15.2	7.7	46.0	37.6 38.5	17.1	21.1	9.6	30.8
▲ Minneapolis Hopkins		11.0	.0063	3.1	3.2		20,927	.0070			5,591 6,473	10.0	2.9	15.5	7.8	47.2	36.9	17.3	20.4	9.1	29.4 33.4
Richfield		43.0		11.1	12.3		78,196	.0262			6,318	10.0	2.2	12.4	6.0	47.9	37.1	19.2	22.4	10.5	32.3
Robbinsdale		17.5	.0103	4.6	4.6		29,882	.0100			6,483	12.5	2.8	12.8	6.4	46.5	37.1	18.2	21.9	10.0	31.8
St. Louis Park		47.2	.0275	13.6			98,461		2,086			11.2	2.3	12.7	5.6	43.8	31.6	18.9	20.6	13.4	39.9

1 St. Cloud is in Benton, Sherburne and Stearns counties. SM Standard (Δ) and Potential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.



Now only the 4 largest U.S. cities* have newspapers with more circulation than the Minneapolis Sunday Tribune

625,000

in Minnesota North and South Dakota Western Wisconsin



New York Chicago Los Angeles Philadelphia



Minneapolis Star and Tribune

625,000 SUNDAY . 495,000 DAILY JOHN COWLES, Presid

		J		PULAT		88	EF BU	FECTIVE IYING IN	COME	_ (	M) ES	TIMAT	ES, 18	57 -	sive	estima	ites by	sales	MAN/	AGEMI	ENT.
COUNTIES	Me- tro- poli-			House-	Con- sumor	Urban					Income			inc	ome B	roakdor	wa of H	imséha	ide		
GITIES (continued)	tan Area	Total (thou- sands)	%	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	80-2 % Haida.	0%	\$2,500 % Halds.		84,000 % Haids.	-6,999 % inc.	\$7,000 % Halda.	%	\$10,00 % Halda	07
Houston		15.5	.0000	4.4	4.6		20,139		1,299		4,354	27.6	9,1		17.8	1	39.7		16.5	4.0	
Hubbard		10.2	.0059	2.9	3.0	2.8	10,830	1	1,062	3,737	3,586	36.0	14.5		24.8	1	39.8	6.9	12.4	1.9	
santi		11.4	.0066	2.8	3.2	2.8	12,151	.0041	1,066	4,340	3,685	30.2	11.3	27.3	22.2	33.6	44.6	0.0	10.0	2.0	
tasca		38.5	.0224	11.1	11.6	7.2	50,883	.0170	1.322	4,584	4,373	22.3	7.3	24.5	17.5	41.2	47.8	8.1	15.9	2.9	11.
Grand Rapids		7.2	.0042	2.1	2.4	-	11,995	1	1,666			13.4	3.7		12.5	47.8	46.6	12.7	18.8	5.1	18.
ackson		18.7	.0091	4.5	4.5	3.3	22,993				5,046	21.5	6.2		15.6	1	36.9	1	17.4	1	23
Canabec,		8.3	.0049	2.4	2.5		9,362	.0032	1,128	3,901	3,679	32.3	12.6	27.9	23.6	32.1	44.3	6.0	12.5	1.7	7
Candiyehi		31.1	.0181	8.2	8.9	10.9	39,405	0132	1 267	4,805	4,403	23.6	7.5	22.7	15.9	40.1	45.4	10.0	17.0	3.6	14
Willmar		10.9	.0063	3.6	3.8		18,902				4,882	17.7	5.1	19.6	12.3	45.6	46.7	12.8	19.8	4.3	
Cittaen		9.2		2.6	2.6		13,265		1,442			27.6	8.0	23.0	14.5	32.7	33.5	9.3	14.4	7.4	29
Coochiching		17.3		5.0	5.5		750000					22.8	7.2	20.6	14.2	42.8		0.377	17.9		13
International Falls.		6.5	.0038	1.9	2.2		12,259	.0041	1,886	6,452	5,393	10.0	2.5	13.6	7.2	53.6	47.2	16.4	21.8	6.4	21
ac Qui Parle		14.3	.0083	3.9	4.2		19,678	.0086	1,376	5,048	4,642	21.1	6.4	24.9	16.3	39.2	42.1	10.1	16.3	4.7	11
aks		14.3		1	4.8		23,706					18.9	5.5	18.8	12.0	45.3		1	20.7	3.9	
ake of the Weeds		4.4	.0025	1.2	1.8		4,934	.0016	1,121	4,112	3,649	32.5	12.5	27.6	23.0	31.2	42.5	6.8	14.1	1.9	7
							00.000	-	4 000						40.0		44 0		10.9		**
.o Sueur		20.3	1			1	26,366 15,391					25.7	8.4	24.4	18.3	35.9	41.8	9.3	16.3	6.1	
.incoln		10.5		1			35,128					19.6	5.6	22.9	14.1	40.3		11.4		5.8	
Marshall		7.0	1	1			11,821			5,911		14.1	3.7		13.1		41.0	13.9		6.7	
McLood		25.6					35,361			4,845		24.0	7.8	24.7	16.8	37.2		9.8			17
Mahnoman		6.7		1			6,361		941			35.5			20.3	30.1		7.0		3.1	14
Marshall		15.0	.0091	4.1	4.1		16,785	.0056	1,0/0	4,094	4,092	31.7	11.3	21.8	21.0	30.0	30.0	7.0	10.4	0.7	86
Martin		28.3	.0184	8.1	8.4	10.3	43,288	.0145	1,530	5,344	5,144	18.3	5.1	22.2	13.4	41.0	40.6	12.6	18.8	5.9	21
Fairmost		10.3					18,114	1	1,759		5,130	15.4	4.2	20.0		45.3		13.4	19.5		2
Mooker		19.9	1				100000000000000000000000000000000000000		270	4,513		28.7	9.6	24.4		34.4		8.6			1
Mille Lacs		17.9	.0104	8.1	8.2	2	20,000	.0087	1,118	3,923	3,845	33.1	12.5	25.2	20.6	32.7	43.8	6.8	13.9	2.2	1
Morrison		27.8	.0160	7.1	7.0	7.5	28,350	.0006	1 031	3,094	3,718	34.3	13.1	25.6	21.4	31.8	43.2	0.1	12.5	2.2	
Little Falls		7.5					10,995			5,496	1	23.0		20.8			47.9	9.1		4.0	
Mower		47.8	10000				1000			6,033		15.3	3.8	15.4			39.5	18.5	21.9	7.8	21
Austin		27.0	.0157	7.9	8.7		53,70			6,796		10.4		11.2	5.5					9.5	
Murray		17.1	.0100	4.8	4.1	5	23,010	.0077	1,340	5,118	5,018	19.6	5.7	24.5	15.3	38.2	39.1	12.2	18.8	5.8	2
Nicollet		23.0	.0137	8.0	7.1	14.4	32,17	0108	1.363	5,880	4,487	21.0	8.0	19.2	12.0	41.8	42.4	12.8	19.2	5.8	5 2
See Mankate-		80.0	.010	0.0		14.4		10100	1,000	-,	4,101			1	1210	1		-			
North Mankate									1. 1												
Nobles		23.1						-		5,460				21.8		1				6.6	
Worthington		9.8				1	16,61	-	1			21.2		21.2			37.6		18.4		1 2
Norman		11.1	.0067	3.0	3.3	3	14,01	.0047	1,211	4,672	4,140	29.1	9.7	25.8	18.8	95.4	30.0		1 100.	4.9	
Olmstead	283	80.0	.0294	14.0	16.	7 34.8	85,72	5 .0287	1,696	6,123	5,121	15.6	4.0	19.2	10.8	44.5	40.9	13.4	18.6	7.3	3 2
△Rochester	-	34.	.0200		100		66,55	1 .0223	1,929			12.1	2.9	17.1	8.9	47.3	40.4	14.8	10.1	8.7	7 2
Ottor Tall		49.3												25.9						3.1	
Fergus Falls		14.3					18,97					Annual Contract		22.4						5.6	
Pennington		13.1					17,64 12,51		77.00	5,004						1000	43.7				
I III OI ILIVOT PAIM.			.001	2.1		1	12,01	.0022	1,00	0,00	2,011	20.0	0.0	22.0	44.0	30.0	22.0	1	2010	-	
Pine		17.0	.0091	4.1	4.	0	15,23	9 .0061	1,073	3,800	3,712	33.8	13.2	28.5	22.6		44.1		12.7		
Pipestone		16.3								8,020	100000			23.7							
Pipestone	-	5.1					8,87			5,219							39.7		18.6		9 1
Polic	213	38.					82,53 14,88			4,98					12.2		41.9		18.3		0 2
Crookston		9.0	.000	2.	0.	"	48,00	.0000	1,00	0,10	8,000	10.0	9.2	20.2	20.00			1	20.0	1 "	
(N. D.)-East Grand																					
Forks (Minn.)																					
			_										40.0		10.4		40.0		18.0		
Pope		411.								6,41			10.5								7 1
ASt. Paul		338.					673,53	100		6,47							38.8		21.5		8 :
Red Lake		0.					5,80			4.14							2 48.1		16.0		7
Redweed		23.								6,13					15.4		39.4				
Redwood Falls		5. 28.					9,38			5,53 5,13							30.8				5 :
Renville		39.								6 5,89					13.7		44.0		17.8		0 1
Faribault		17.					32,28			3 5,71							43.6		18.4		
	1							1 3													
Rock		10.								6,00							37.4				1 3
Roseau		14.					14,79			3,00											0 1
St. Louis		226.					377,12			5 8,42									19.3		3 1 8 2
A Duluth		110.				-	32,23			1 5,88									30.4		2 1
Virginia		14.					28,45			5 5,58					12.4		0 46.4		5 18.7		0 1



tan area is second in retail sales and population only to the Twin Cities in Minnesota and Milwaukee in Wisconsin.

\$10 million have been appropriated for a new Duluth-Superior terminal to handle the shipping that will be added to the port that already leads the world in shipping tonnage.

More than a billion dollars have been spent the last decade into developing this area for increased production of iron ore, oil, wood and dairy products.

And you have one-medium coverage of this rich, active market . . . the Duluth newspapers.

# DULUTH HERALD Duluth News-Tribune

Total Circulation. Combined Daily 81,685* — Sunday 74,521*
*ABC Report Ending March 31, 1957

Represented Nationally by RIDDER-JOHNS, INC.

New York — Detroit — Chicago — Minneapolis — San Francisco — Los Angeles

# ROCHESTER, MINNESOTA NEW -Now a Metropolitan Area (SM 1958) -Bank Debits up 27% in 1957 (FRB)

BUSIER —Total Employment up 14% in 1957 (Minn. Bureau Employ. Sec.)

KROG-TV
ONGER —Power increased 140% in November

Serving still better 106,010 TV homes in 19 counties ITELEVISION MAGAZINE 2-581

-Ratings UP 32% in two years. Remote stations down 43% - 47%

For your share of the \$1/2 billion Retail Sales in this rich growing market it's

Channel 10 240,000 Watts Represented Nationally by Meeker Company, Inc. Minneapolis: Harry C. Hyett

MINNESOTA			SH		PULAT	ION ES, 1/1	/88		EFFEC		COME	_ (	SM)	ESTI	MATES,	1957	The	"SM" e estimal	symb tes by	ols ma	rk orig	inal, e	xclu- ENT.
COUNTIES	tro pol				House-	Con- sumer							Incon			li li	ncomo B	reakdaw	n of H	lousehe	lds		
(continued)	Are	a (th	ou- ids) U	of	holds (thou- sands)	Spend ing Units (thous,	(thou- sands)	Net Dollar (000)		of S.A.	Per Capita	Per Hald.	Per C. S.	U.	80-2,499 % % ilds. In	%	0-3,999 % L. Inc.	\$4,000- % Halda.	%	\$7,000 Halda.	%	\$10,00 % Halds.	%
Scott			18.5 10.0	.0108 .0058	4.8	5.0 2.0						4,842 4,277		_	7.4 9.			38.0 36.7	41.8 44.5	10.2	17.0 16.0	4.4	17.7
Sibley			14.1	.0082	3.8	4.5	2	19,1	61 .1	0064	1,350	5,042	4,83	1 23	1.1 7.	1 25.4	16.9	36.4	29.6	10.3	17.0	4.8	19.4
Stearns			83.0 81.0	.0483	19.8 7.9	24.3 10.3		106,8			1,287	5,451 6,345	4,38 4,82		.5 7. .9 4.			2072	<b>40.6</b> 40.9	11.1	17.9	5.2 7.1	20.6
Steele				.0139	7.0	7.1		33,6			1,415	4,853 5,308			1.3 7.				42.2	9.4	15.4 16.2	4.8 5.3	19.6
Stevens			10.8	.0063	2.8	3.2				-		5,835			.9 4.				38.2		17.7		25.9
Swift			15.8	.0092	4.4 6.8	4.5	1	21,0 25,1		-		4,793 3,799	4,62		.0 7.	2 Dec 2			40.5	9.8	16.3 12.9	4.6	19.0
Traverse			7.3	.0042	2.0	2.0	1	9,4				4,738	4,73				10000	77.	34.9	8.7	14.3		
Wabasha			19.0	.0111	5.4	5.7 4.2						4,215 4,239	3,93		.4 10.				46.5	8.0	15.5	2.1	8.3 11.8
Waseca			16.8	.0097	4.9	4.9					-	4,818	4,72				1277	2227	39.9		16.3		20.1
Washington				.0240	11.4	11.4		50,8 12.8			200	5,223 5,132	5,20 5,09	-			2000		<b>43.4</b> 44.2	13.3 13.6	20.0		19.4 17.4
Watenwan		1		.0085	4.2	4.0	1						4,63						43.7		18.2		17.0
Wilkin		1	10.2	.0059	2.6	2.8	3.6	14,6	25 .6	0049	1,434	5,625	5,04	5 18	.7 5.	20.0	11.9	41.8	40.5	13.2	19.4	6.3	23.1
Winona				.0236	11.6	13.6		58,0 42,5		-	1,430 1,559	5,005 5,321	4,24					39.3	44.7 45.1	9.7	16.6	3.8	15.1 16.5
Wright Yellow Medicine		1	11.0	.0180	8.6	8.8		38,2 22,6		-	1,137	4,007	3,90 4,55	3 30					42.4 43.4	8.6 9.3	12.8		12.2
	-	-	-	-			-	-	-	-	-	-		-		-	-		-				
Total Above Cities,	-	1,8	81.0	9193	477.6	553.4	-	3,052,7	-	-		6,392	5,51	-		-		45.7		15.9			27.6
State Total	.1		13.0 1.		955.1	1		5,354,8		- 11	1,616	5,607	5.08			POPULA		41.5	1	13.0		-	23.6
	0		STIMA	TES, 1			SM	E. B. I. ESTIMA	TES, 19	957				(		ESTIMA	TES, 1/	1/58	0	SM)	E. B. I	ATES	1957
	Total (thou- sands)	% of U.S.A.	House hold (thou- sands)	Spen	or Uri	ban op. ou- ods)	Net Dollars (\$000)	of (	Cap- H	Per l'se- iold		METRO. AREAS		Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pop. (theu- sands)	D	Net ollars 8000)	% of U.S.A.	Per Cap- ita	Per H'se- hold
Duluth-Superior Minneapolis-	272.1	.1582	83.	8 91	.5 2	06.1	451,763	.1514 1	,680 5,	404	△St. (	Cloud	****	83.0	.0483	19.6	24.3	28.	.8 1	106,839	.0350	1,287	5,451
St. Paul	,329.4		401.	-		39.8 2 34.8		.8797 1 .0237 1			Total /	Above A	Areas 1	,735.0	1.0089	518.7	589.4	1,409.	2 3,2	268,349	1.0957	1,884	6

MINNESOTA	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957		sive	ostimates	by SALES	MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality index	Index of Sales Production	Food (8000)	Eating & Drink. Places (\$000)	General Mdss. (\$000)	Apparel (\$000)	Furn Heuse- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg, Hdwre. (\$000)	Drugs (\$000)
litkin		10,364	.0052	2,801	.0052	72	72	2,838	598	734	291	105	1,974	993	1,341	21
inoka	92	36,611	.0183	2,288	.8284	77	53	12,038	2,840	2,640	1,409	1,342	5,254	4,237	3,338	1,20
Anoka		20,632	.0103		.0068	126	191	8,148	1,280	936	1,347	1,028	4,986	2,009	2,107	41
ocker		22,687	.0113	3,490	.0109	78	82	4,640	2,302	1,663	986	379	4,200	3,019	3,099	41
Detroit Lakes		16,659	.0083		.0050	135	224	2,931	1,924	1,387	861	228	3,790	1,928	2,026	87
oltrami		25,542	.0128	3,702	.0112	79	90	5,666	1,502	1,869	1,327	332	5,921	1,329	2,888	81
Bemidji		21,301	.0106		.0072	113	166	4,563	977	1,401	1,244	320	4,950	990	2,452	80
entan		16,663	.0082	3,681	.0077	75	80	4,033	1,181	877	172	502	254	2,802	3,825	31
1△St. Cloud ig Stone		9,265	.0047	3,800	.0044	81	87	1,398	626	886	192	302	1,093	870	2,456	22
lue Earth		66,780	.0333	5,610	.0200	106	139	12,849	3,488	6,973	8,088	3,896	13,916	5,625	8,003	1,68
Mankato-		#A 044	0000		0000	184	171	10,398	8,302	6,538	4,898	3,701	11,000	8,000	4,988	1,80
North Manhato		56,011	.0280		.0803	135	205	9,535	2,722	6,341	4,898	3,701	11,616	4,554	4,708	1,49
		53,248		4,374	.0170	90	187	6,084	2,658	2,902	1,883	1,392	7,441	2,012	7,202	1.11
New Ulm		35,430	.0091	4,3/4	.0064	107	152	3,251	1,400	2,140	1,114	607	3,865	921	3,581	6
riton		18,100 26,635		3,805	.0130	84	86	7,693	1,508	3,141	543	1,282	6,256	2,140	2,282	8
Cloquet		15,288	.0076	3,000	.0059	118	152	4,951	649	1,111	475	892	4,124	1,134	1,211	4
arvor		17,981	.0090	3,393	.0096	85	80	3,606	1,634	1,058	290	651 107	2,801 2,649	2,410 1,474	2,866 1,941	44
ISS		14,679	.0073	2,878	.0073	96 95	114	4,103	1,284	1,256 1,883	205 1,053	628	3,830	2,278	4,376	4
ippewa		22,105	.0111	4,605	.0092	131	211	3,800	1,123		974	543	3,336	1,650	2,181	3
Montevideo		14,797	.0074	3,290	.0046	83	84	2,583 2,831	1,280	1,673	224	361	3,148	1,114	1,997	3
ay		13,490 30,473		3,290	.0193	87	68	5,639	3,241	1,268	1,371	1,717	6,275	3,470	4,761	8
Moorhead		21,300		0,047	.0119	98	87	3,905	2,017	713	1,007	1,494	5,127	2,070	2,750	5
earwater		7,438		2,755	.0038	67	67	1,153	362	1,093	88	382	1,156	787	583	1
ok		5,060		3,621	.0022	85	96	1,578	534	411	104	104	822	843	195	1
ttonwood		20,074		4,271	.0091	97	106	2,321	726	1,885	952	507	4,888	1,470	4,363	4
ow Wing		35,917	.0180	3,781	.0161	87	97	9,414	2,906	3,958	713	1,000	6,807	4,409	3,374	7
Brainerd		25,111	.0125		.0090	113	156	5,969	1,385	3,143	605	890	5,612	3,034	2,032	1
kota	92	81,475	.8307	3,553	.0328	88	82	11,838	4,848	1,304	1,151	2,654	20,533	4,669	9,415	1,3
South St. Paul		30,514	.0152		.0128	108	128	4,085	1,608	404	650	927	16,391	1,545	3,196	4
odge		13,304	.0066	3,696	.0060	81	89	2,362	935	920		159	2,431	1,108	3,369	4
Alexandria		23,704 16,034		3,592	.0109	82 119	186	2,844	1,578 773	2,456 1,582	650 524	928 704	4,003 3,565	2,869 1,798	3,998 2,357	3
ribault		39,506	.0197	5,351	.0152	101	131	8,622	2,228	2,092	904	1,079	5,300	2,708	9,760	7
Blue Earth		15,647			.0039	177	355	2,127	535	881	278	478	2,123	1,024	2,927	
Ilmore		26,321		3,656	.0119	83	92	5,162	1,473	1,024	794	963	5,366	2,286	5,945	8
eeborn		38,550		7.	.0190	91	92	5,806	2,375	6,486	1,563	961	7,156	3,301	6,755	8
Albert Lea		25,962			.0105	113	140	4,250	1,723	5,287	1,562	863	4,713	2,425	2,920	8
oodhue		40,669		3,910	.0186	90	99	7,655	2,573	3,583	1,646	1,920	9,046	2,898	6,013	1
Red Wing		19,527			.0075	115	151	4,277	1,240	2,066	1,026	1,448	4,367	1,420	1,733	4
raut		11,201		4,149	.0049	88	100	1,546	632	768	249	178	2,481	1,264	3,119	1
ennepin	92	1,131,023		4,633	.5381	116	122	238,614	85,926	226,505	76,406	60,058	196,721	70,818	72,650	39,0
2▲Minneapolis		946,572	.4729	-	.4030	125	147	178,444	72,400	218,690	68,935	54,017	169,246	53,394	47,898	30,8
Hopkins		31,599	.0158		.0095	151	251	6,347	1,849	200	882	897	14,566	1,570	3,554	3
Richfield	100	30,606			.0227	91	61	12,420	800	2,442	1,918	1,095	2,634	2,370	2,839	2,
Robbinsdale	124.7	10,648	.0053		.0086	84	52	4,711	431	319	96	564	213	1,286	1,943	
St. Louis Park		26,992			.0261	95	49	6,531	3,001	2,551	1,933		659	2,690	4,556	2,
ouston		12,720		2,891	.0071	79	70	2,742	1,295	833	1		2,578		2,271	
ubbard		10,173	.0051	3,508	.0045	76	86	2,796	747	372			1,448		1,371	
intl		12,985	.0065	4,638	.0063	80	98	2,318	500	1,479	104	270	2,233	1,095	2,344	
SCS		39,448		3,554	.0189	84 143	88 243	0,024 4,545		4,449 1,736			7,503 5,304		3,274	1,
Grand Rapids		20,478 17,767	1	3,948	.0083	91	98	3,818		1,802			3,385		4,108	
nabec		8,848			100000000000000000000000000000000000000	73	69	1,278					2,244			
ındiyohi		36,957		4,507		87	102	8,210					7,384			
Willmar		23,875			.0080	127	189	4,442					5,997		3,150	
ltson		10,700			.0049	92	100	1,054	678				2,948			
ochiching		17,838				86	88	4,907		1,890	1		3,162			-
International Falls,		13,275			.0048	126	174	3,385					2,777			
c Qui Parle		12,748	.0064	3,269	.0069	83	77	2,511	711	712			2,461			
keke of the Woods		12,752 4,359			.0076	92 80	77 88	3,011 803	1,286 526	1,255			2,386			
Sueur		24,997			.0105	89	105	4,561	1,952	958 921			5,607			
ncein		9,673			.0053	85	79	1,382					1,643			
on		31,192				190	116	5,718				1	6,416	1		
Marshall		13,049		1	.0048	120	163	2,429	490				3,132			
lcLeod		33,134			.0139	93	111	5,491	2,088				6,632			
TARRAMAN A		5,178	.0026	3,452	.0026	67	87	1,058	389	342	88	***	1,522	450	625	

¹ St. Cloud is in Benton, Sherburne and Stearns counties.
2 General merchandise sales include sales of "mon-stora retailers." This category was included in the 1946 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 13, under heading "Mail Order."

SM Standard (4) and Potential (1) Metropolitan County Areas.

Before using these figures read foreword, page 13.

SM, 1958.

.

## ROCHESTER, MINNESOTA

# The NEWEST Potential Metropolitan Market

Consumer Per Household Spendable Income \$6768 RETAIL SALES \$6846

Rochester families earn more and spend more than families in any other Minnesota city.



A 37,000 population city with a 200,000 population skyline. The 52nd largest airport in the U. S. with 100,000 passengers yearly.

The Outstanding Test Market in the Upper Midwest

### ROCHESTER POST-BULLETIN

See your John Budd man for more details

Circulation over 22,700 daily

COLOR AVAILABLE!

MINNESOTA	Mo-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s estimates	mbols ma	rk original MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Martin		38,283	.0191	4,726	.0162	99	116	7,166	2,053	4,308	1,821	2,112	7,290	2,468	6,799	931
Fairmont		25,370	.0127		.0081	135	212	4,733	1,430	3,997	1,703	1,583	5,007	1,639	2,548	518
Meeker		19,214	.0096	3,493	.0094	81	83	3,082	1,823	1,737	357	151	3,004	1,531	4,803	822
Mille Lacs		15,492	.0078	3,038	.0078	7:5	75	2,798	1,003	1,027	410	268	3,189	1,615	2,147	315
Marrison		24,918	.0124	3,510	.0117	73	78	4,456	2,168	2,382	905	705	3,364	3,185	3,556	794
Little Falls		15,084	.0075		.0049	111	170	2,877	1,098	1,054	803	618	2,136	1,870	1,711	700
Mowar		82,874	.0284	3,975	.0269	97	98	9,560	3,532	4,019	2,627	3,183	10,812	3,429	8,313	1,351
Austin		37,132	.0186		.0177	113	118	7,825	2,597	3,462	2,569	2,288	9,499	2,109	3,147	1,199
Murray		13,928	.0070	3,005	.0079	70	70	2,707	708	1,150	191	274	2,243	1,009	3,153	257
Nicollet		15,772	.0079	2,868	.0105	77	58	3,500	1,826	1,174	305	772	2,165	1,403	2,799	682
Nobles		38,349	.0181	5,592	.0141	104	134	6,962	1.559	2,734	1,809	789	6,265	3,103	6.312	506
Worthington		23,938	.0120	-	.0075	132	211	5.040	808	2,293	1,767	704	5.664	1.832	3,532	416
Norman		11,300	.0057	3,767	.0054	81	85	2,120	590	983	216	203	2,329	823	2,711	203
Olmsted	263	84,442	.0422	6,032	.0329	112	144	11,943	6,680	11.262	8,717	5,952	16,511	5,891	7,435	3,999
△Rochester		75.785	.0379		.0265	133	190	11,018	5,997	10,531	6,677	5,454	16,126	5,220	4,743	3,885
Otter Tail		45,143	.0226	3,420	.0220	77	79	8,184	2.951	3,359	2,757	2,029	7,757	4,204	6,660	1,350
Fergus Falls		22,621	.0113		.0083	100	136	3,874	1,155	2,515	2,155	1,447	5,320	1,942	2,204	650
Pennington		16,900	.0084	4,568	.0071	91	108	3,125	779	1,870	847	1,053	3,907	938	2,118	621
Thief River Falls		16,338	.0082		.0055	117	174	3,093	660	1,654	847	1,053	3,907	814	2,117	621
Pine		14,852	.0075	3.094	.0072	73	76	2,691	1,109	810	242	376	2,503	1.754	3,281	291
Pipestone		21,835	.0109	4,983	.0089	94	115	3,812	999	1,928	546	784	5,541	1,397	4.853	335
Pipestone		14,884	.0074	1	.0044	129	218	1,924	688	1,490	483	720	4,728	860	2,711	309
Palk  See Grand Forks (N. D.)-East Grand Forks (Minn.)	213	42,059	.0210	3,988	.0195	88	95	9,070	3,584	2,990	1,267	1,922	6,831	5,078	7,146	1,007
Crookston		16,467	.0082		.0060	113	155	2,781	1,020	1,283	770	1,478	3,667	1,659	2,697	533
Page		8,524	.0042	2,368	.0054	71	55	2,031	595	688	338	20	1,760	551	1,699	228
Ramsey	92	533,994	.2668	4,303	.2613	109	112	123,937	35,777	114,592	34,842	28,530	84,293	35,763	25,584	19,068
2 ASt. Paul		507,780	.2537		.2283	116	129	113,627	33,393	113,567	33,770	27,591	83,358	32,650	21,674	18,035
Red Lake		6,092	.0030	4,351	.0026	74	86	1,063	455	284	216	160	718	570	1,790	***

2 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 13, under heading "Mail Order."

SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas. Before using these figures read foreword, page 13.  $\bigcirc$  SM, 1958.

**BIG EARNINGS** 

S6,231

by
BIG SPENDERS

in a
BIG MARKET*

516,500

offer you a

# BIG OPPORTUNITY

blanketed by **ONE NEWSPAPER** ... St. Paul Dispatch-Pioneer Press

Here is a giant market, rich in spending power which you will miss unless your advertising message appears in the only newspapers offering SATURATION COVERAGE—the St. Paul Dispatch-Pioneer Press.

FAMILY COVERAGE
Ramsey, Dakota and Washington Counties

73.8%

44.9%

WORNING EVENING SUNDAY

Other Twin Cities newspapers — Morning 3.9%, evening 6.5%, Sunday 16.7%, Sources: ABC 3-31-57, S.M. Survey of Buying Power 5-10-58.

*Ramsey, Dakota & Washington Counties, May 10, 1958 Sales Management Survey of Buying Power.

DISPATCH PIONEER PRESS

REPRESENTATIVES

RIDDER-JOHNS, INC.

NEW YORK - CHICAGO - DETROIT

SAN FRANCISCO - LOS ANGELES

ST. PAUL - MINNEAPOLIS

MINNESOTA	Me-				AIL S	ALES-	SM E	STIMA	-	957			estimates	by SALES		MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (3000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (8000)	Lumber- Bidg. Hdwre. (\$000)	Druga (\$000)
Redwood		29,992	.0150	4,614	.0128	95	111	4,372	1,471	2,881	925	869	5,964	2,096	6,813	62
Redwood Falls		14,615	.0073		.0044	142	235	2,085	406	2,222	660	406	4,158	794	1,935	34
Rensitle		30,601	.0153	4,310	.0137	92	103	4,725	1,636	1,340	484	650	6,599	2,869	7,843	56
lice		34,349	.0172	3,618	.0187	82	109	7,089	2,281	3,117	1,881	1,418	7,445	3,347	4,841	97
Farihault		21,499	.0107		.0090	88	105	4,287	1,396	2,597	1,046	963	5,357	2,218	2,232	00
Tock		14,298	.0071	4,930	.0062	103	118	1,955	610	1,700	535	564	2,719	1,361	2,471	18
teseau		11,420		3,086	.0059	73	72	2,148	667	793	452	274	1,609	864	3,681	26
St. Louis	43	277,357		3,991	.1309	100	106	69,892	19,432	42,334	18,785	14,290	51,910		14,237	7,81 5,12
Duluth		163,180			.0714	112	127	37,914	10,992	30,374	12,516	8,652 1,802	27,724 7,726	11,456	5,071 1,973	69
Hibbing Virginia		30,126 29,756			.0105	117	147 175	8,188 7,623	1,523 1,730	3,539 2,678	3,108	1,918	6,438		2,072	73
		00.000	****		****		***					804	4 440	1 007	2 400	31
Scott		22,026			.0094	87	102	3,541	2,028	4,142	222	801	4,443		2,600	
Sherburne 1△St, Cloud		10,550	.0053	4,068	.0046	79	91	1,824	584	218	248	132	2,666	1,498	1,754	20
Sibley		16,351	.0082	4,303	.0073	89	100	2,279	1,439	1,544	114	197	3,607	1,015	4,265	43
													40.050		10 708	2.01
Stearns	264	85,915		4,383		84	89	13,493	5,780		4,044	2,942	18,850	-77000		3,01 2,34
1△St. Cloud		56,190 29,377		4,197	.0204	113 92	156	7,459 5,641	2,950 1,638		3,450 856	2,549 1,031	13,128 6,297		7,464 4,573	
Owatonna		19,245			.0077	103	128	2,929	885		818	687	4,958		2,848	
Stevens		13,036				95	103	2,244	808		470	540	3,137		2,628	
			0000	4 470	0000		107	0.000		4 000	400	400	2 747	2,057	4,428	32
Swift		19,883				90	107	3,262	1,273		489 596	456 314	3,747		1	
Traverse		9,096				88	107	1,515			283	155	1,120	1	2,558	
Walasha		17,663		1	.0087	78	79	3,844	1,355		716	231	3,127			32
Wasterra		19,846			.0074	89	120 89	2,882	1,081	2,118	455	437 583	4,977		4,026 4,567	-
Waseca		17,301	.0086	3,531	.0084	87	oa	3,183	1,280	1,298	533	903	2,870	1,000	4,001	
Washington		34,266	.0171	3,006	.0199	83	117	8,967	3,291	2,206	588	879	6,676	3,455		
Stillwater		16,648			.0056	119	177	4,518	797	1,446	505	580	3,831		2,251	58
Watonwan,		17,966				94	105	3,513	950		359	694	2,696			
Wilkin		9,254	.0047	3,559	.0050	85	80	2,190	830	305	227	288	1,380	940	2,125	28
Winona		42,313	.0211	3,648	.0208	88	89	8,308	3,883	4,984	2,190	1,927	10,015	2,068	4,362	1,06
Winona		34,130	.0171		.0154	97	108	6,371	2,734	4,481	2,091	1,689	8,494	1,682	2,612	
Wright		28,241	.0141	3,284	.0137	76	78	5,767	2,041	2,183	506	935	6,271			
Yellow Medicine		15,405	.0077	3,209	.0082	83	78	3.357	1,151	601	785	237	2,691	1,182	3,988	41
Total Above Cities		2,572,057	1.2849		1.0813	118	140	521,834	173,066	459,762	172,278	136,851	504,319	171,777	181,251	85,01
State Total		3,942,504	1.9696	4,128	1.8739	97	102	815,219	276,419	555,702	203,772	173,690	730.730	298,988	464,154	116,53
METRO, AREAS				RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957						
Duluth-Superior	43	327,547	11630	3,918	.1584	99	103	84,342	25,352	46,808	21,137	16,919	62,025	23,202	16,740	9,40
Minneapolis-St. Paul.	92	1,763,103	.BHOB	4,391	.8586	111	114	386,427	129,301	345,041	113,668	92,584	306,801	115,487	110,957	60,75
△Rochester	263	84,442		6,032		112	144	11,943	6,680	11,262	8,717	5,952	16,511		7,435	
△St. Cloud	284	85,915	.0429	4,383	.0405	84	89	13,493	5,780	12,839	4,044	2,942	18,850	5,478	12,725	3,01
Total Above Areas		2,261,007	1.1295	4,359	1.0884	108	112	496,205	167,203	416,008	145,566	118,397	404,187	150,058	147,857	77,16
MISSISS	IP	PI -	- (Oti	er East ama, K	South Cer lentucky,	tral State	es: a.)									
		3		NUMBE	R OF OU	TLETS					2		NUMB	ER OF OL	TLETS	
Map, page 47.	2	(thous.)	1		1-1	TI	1 1				(thous.)	-	1 1	1-1	11	1 1
			- P	Drink. Gen'l. Mdse.	Apparel F-H-A	9 0	L-B-H Drugs					Total Outlets Food	Eat. & Drink. Gen'l.	Apparel F-H-A	9 0	L-B-H Drugs
City Cou	nty	Pop.	Food	30 05	P. P.	Auto	Drug		City	County	Pop.	Tota Outh	20 02	F A	Auto Gas Sta.	Page Bree
Bilani Harriso	m	57.4 41	7 93	114 10	38 2	28 4	1 17 13	Jaci	cson	Hinds	125.3	1,054 21	2 181 10	4 119 5	8 44 121	39 8
Brookhaven,Lincoln		11.4 18	5 52	16 17	21 1	19 1	9 8 5	Kos	ciusko	Attala	. 8.3	144 3	8 5 1	2 11 1	0 10 20	15
ClarksdaleCoahon		21.0 29		36 26						Jones		322 7				
ClevelandBolivar		9.4 15		23 17		3 2 2 3	1			Pike		205 4				
Columbia Marion		7.3 14		21 10		1 1 1				Lauderdale		541 14				
		25.5 27		37 22						Adams		298 8		6 31 1		
		11.4 27		31 S						Jackson Lee		175 5 239 5		6 15 1		
Corinth Alcorn .	mann I					14 3	9: 9/ 10	1 100	one	N. 1000	. 19.0	239 5	1 66	7: 66: 1	4 24 21	
Columbus Lownde Corinth Alcorn . Greenville Washin		36.0 37					1 / 1								3 17 90	12 1
Corinth Alcorn. Greenville Washin Greenwood Leffore		19.5 28	7 65	32 36	28 2	15 3	4 17 6	Vick	sburg	Warren	. 32.5	375 10	6 52 3	2 38 2		
Corinth Alcorn . Greenville Washin	n		7 65 5 86		28 20	15 3 19 4	4 17 6 5 18 11	Vick	sburg		. 32.5		6 52 3			

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

# No. 1 zone of influence*

37.5% of all retail sales in Mississippi are made in Jackson's 24-county retail trade zone . . . The Sunday Clarion Ledger and Jackson Daily News reach 81.3% of all families in the 24 towns of 1000 population or more in this important zone . . . weekdays even more!

*plus reaching 22% of all families in 34 secondary trade area towns with 1000 or more population.

THE

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		0		PULAT	ION ES, 1/1/	58	EF BU	FECTIVE YING IN	COME	_ 0	M ES	TIMAT	ES, 19	957						ginal, e	
MISS.	Me- tro- polj-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	vn of H	louseho	lds		
(continued)	Area	Total (thou- sands)	of U.SA.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hald.	C. S. U.	\$0-2, % Hsids.	%	\$2,500 % Hsids.	%	\$4,000 % Hslds.	%	\$7,000 % Haids.	%	\$10,000 % Halda.	%
Adams		36.5	.0212	10.2	11.9	28.1	46,878		1,284	4,596	3,939	38.1	14.0		20.1	25.6	33.4	7.3	14.5	1	18.0
Natches		28.1	.0164	8.3	9.9		39,782		1,416	4,793	4,016	36.5	13.0	24.8	19.3	26.6	33.7	7.9	15.1	4.2	18.9
Alcorn		26.0	.0151	7.3	7.7	11.4	23,144		890	3,170	2,993		27.1	28.7	31.7	13.7	24.8	2.6	7.0	1.7	9.4
Corinth		11.4	.0066	3.6	4.0		14,030		1,231		3,452	44.4	19.1		28.1	18.6	28.5	4.0	9.2	2.9	15.1
Amite		16.5	.0006	4.0	4.0	-	11,475	.0038	695	2,889	2,833	80.8	32.9	24.4	28.7	10.8	20.8	2.1	6.2	1.9	11.4
Attala		21.0	.0128	5.5	5.8	8.3	15,669		715		2,668	61.2	35.1	25.3	31.5	10.5	21.5	2.0	6.2	1.0	5.7
Kosciusko		8.3	.0048	2.5	2.6		8,484	.0028		-	3,147	51.6	24.8	27.1	28.3	15.9	27.2	3.4	8.8	2.0	
Benton		7.6	.0044	1.0	2.0		4,758		626	-	2,368	66.7	43.4	25.2	35.7	6.9	16.1	.8	2.9	.4	1.9
Bolivar		59.3	.0345	15.6	17.0	-	45,539		768		2,663	56.9	38.4	19.9	25.0	8.9	18.1	2.5	7.7	1.8	10.8
Cleveland		0.4	.0055	2.7	3.7		12,117	.0041	1,289	4,488	3,273	54.6	23.7	19.9	18.8	16.2	25.0	5.6	12.9	3.7	19.6
Calhoun		14.8	.0084	3.7	4.0		10,744	.0038	741	2,904	2,666	57.6	33.0	29.5	36.9	10.4	21.3	1.8	5.4	.7	3.4
Carroll		12.3	.0071	3.0	3.0		7,513	.0026	611	2,504	2,458	67.7	42.3	22.6	30.8	7.4	16.4	1.2	4.0	1.1	6.5
Chickasaw		15.9	.0093	4.0	4.3		11,721	.0039	737	2,930	2,671	63.3	36.3	23.8	29.7	9.1	18.5	2.3	6.9	1.5	8.6
Choetaw		8.5	.0049	2.1	2.1		5,373	.0018	632	2,559	2,461	68.9	41.8	23.4	31.8	7.7	17.0	1.0	3.4	1.0	6.0
Claiberne		10.8	.0081	2.8	3.6	2.6	9,120	.0030	869	3,508	2,500	74.0	45.9	15.2	20.8	6.8	14.9	2.2	7.4	1.8	11.2
Clarke		17.1	.0100	4.2	4.2		11,108	.0038	850	2,645	2,645	62.4	38.2	24.9	31.5	9.8	20.1	1.8	5.5	1.1	8.7
Clay		15.2	.0088	3.8	4.0	5.7	10,954	.0038	721	2,883	2,734	89.6	33.3	25.6	31.3	11.6	23.1	2.0	5.9	1.2	6.4
Coahoma		53.0		14.5	1		48,316	1	912			58.9	29.5	22.3	24.2	12.9	23.0	3.5	9.4	2.4	13.9
Clarksdale		21.0		6.4	7.5		26,131		1,244			49.0	20.7	23.5	21.6	18.8	28.3	5.3	11.9	3.4	17.5
Copiah		27.2		7.1	7.9	8.4	21,442	.0072	788			62.2	35.4	24.3	29.9	10.1	20.4	2.0	6.1	1.4	8.2
Covington		14.5	.0084	3.4	3.4		8,951	.0030	617	2,633	2,601	60.6	35.7	27.3	35.0	10.1	21.2	1.3	4.2	.7	3.9
De Soto		21.4	10000	1000			14,227				2,604	88.8	39.3	20.5	28.5	9.3	19.4	1.9	5.9		
Forrest		48.7	.0283			33.6	55,206					41.0	17.5	28.3	26.2	23.7	35.9	5.1	11.8		
Hattiesburg		33.6					42,498				3,487	40.1		26.8	24.0		36.6	5.9	13.0	2.2	9.9
Franklin		9.5	.0056	2.4	2.8		8.214	.0028	885	3,423	2.917	51.1	26.3	29.2	32.7	18.1	29.5	2.8	7.8	.8	3.7
George		10.7					6,833					55.2	31.6	31.5	39.2	11.7	23.8	1.2	3.7	-	-
Greene		7.1	.0041	1.7	1.7		4,471	.0015	630	2,630	2,527	62.6	38.1	28.5	34.9	9.2	19.9	1.0	3.3	.7	3.8
Grenada		18.8	.0108	4.8	5.2	7.4	16,031	.0053	867	3,340	3,056	50.9	25.2	26.0	28.1	18.7	32.8	3.3	8.6	1.1	5.2
Hancock		11.0		2.9			10,257		832			55.7	27.8	25.3	27.4	13.6		3.3	8.9		
Harrison	184	115.0		1			160,218		1			39.4	15.1	25.6	21.3	24.4		7.1	14.6	7	
△Gulfport		30.2					36,567					34.9	13.5	30.4	25.4	25.8		6.1	12.7		
△Bilozi-Gulfport		87.6					184,88	2				1		-							
△Biloxi		57.4	.0384	9.6	28.7		97,818	.0328	1,704	10,189	3,401	31.4	9.5	14.8	9.7	34.1	36.6	13.1	21.2	6.6	23.0
Hinds	68	168.0	.0977	48.1	86.8	127.5	234,147	.0785	1,394	5,876	4.144	33.9	11.6	28.5	19.6	26.3	31.8	8.2	15.1	5.1	21.5
▲ Jackson		125.3		1	1		193,700					30.8	10.0	10000		1					
Holmes		28.0			1	1	18,84			1			44.1			-		2.5			
Humphreys		19,0	.0116	4.8	5.3	3.6	12,90	.0043	648	2,680			44.8	20.5	28.2	6.6	14.9	1.3	4.4	1.2	7.
Issaguena		4.1	.0021	1.0	1.3		2,58	.000	827	2,80	2,130	81.3	61.2	14.3	23.3	2.7	7.2	1.1	4.8	5 .0	3.4
Itawamba		13.1					9,72			2,70		60.1									



MICO		0	M P	OPULAT BTIMAT	ION ES, 1/1/	58		FECTIVI		_ (	M ES	TIMAT	TES, 1	967	The	e "SM"	symb	SALES	MAN.	inal, e	xclu- ENT.
MISS.	Me- tre- poli-			House-	Con-	Urban					Income			Inc	ome B	reakdev	n of H	iouseho	ids		
(continued)	tan Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Not Dollars (800)	of U.S.A.	Per Capita	Per Held.	Per C. S. U.	\$0-2 % Hskts.	%	\$2,500 % Haida.	9%	\$4,000 Halds.	%	\$7,000 % Heids.	%	\$10,000 % Halda.	%
Jackson		42.5	.0247	11.7	11.7	22.4	41,958	.0140	987	3,586	3,563	38.3	16.5	31.3	29.3	24.7	37.8	4.1	9.4	1.8	7.0
Pascagoula		18.1	.0105	5.0	5.3		10,417	.0065	1,073	3,883	3,621	35.7	14.8	31.1	28.1	27.0	39.8	4.5	10.1	1.7	7.2
Jaoper		17.6	.0103	4.1	4.3		10,756	.0036	611	2,623	2,465	56.8	41.7	22.5	30.7	8.7	19.3	1.2	3.9	.8	4.4
Jefferson		9.3	.0051	2.4	2.4		5,782	.0020	622	2,409	2,321	71.0	47.1	20.5	29.7	6.9	16.2	1.0	3.7	.6	3.3
Jefferson Davis		14.6	.0085	3.5	3.5		8,549	.0028	586	2,443	2,427	65.2	41.3	24.9	34.2	8.5	19.1	1.1	3.9	.3	1.5
Jones		63.6	.0369	17.2	18.4	23.4	61,790	.0208	972	3,592	3,342	45.4	20.5	30.5	29.9	18.2	29.2	3.7	8.9	2.2	11.5
Laurel		29.5	.0172	8.4	10.1		36,110	.0121	1,224	4,299	8,564	41.6	16.9	29.2	25.8	20.9	30.3	5.0	11.0	3.3	16.0
Kemper		12.9	.0075	2.9	3.2		7,304	.0024	673	2,550	2,267	74.1	51.0	10.0	28.5	5.0	12.3	1.2	4.3	.7	3.9
Lafayette		19.9	.0116	4.8	7.0	3.5	20,014	.0067	1,006	4,170	2,835	63.9	33.1	18.7	21.1	10.4	19.2	4.4	12.1	2.6	14.5
Lamar		12.9	.0075				9,934	.0034	776	3,010	2,930	50.5	26.4	31.5	35.8	15.1	27.9	2.0	5.6	.0	
Lauderdale		68.5	.0387	19.6	20.6	47.8	72,679	.0243			3,519	43.8	18.7	28.5	26.8	20.9	31.8	4.5	10.3	2.8	
Meridian		47.6	.0377	14.4	16.0		88,367	.0196			3,635	41.1	16.8	28.1	25.0	23.7	32.9	5.2	11.3	2.9	
Lawrence		10.9	.0063	2.7	2.8		7,478	.0026	886	2,789	2,581	61.7	36.7	25.9	33.5	10.1	21.3	1.7	5.3	.6	3.2
Leake		18.8	.0109	4.7	4.8		11,866	.0039	631	2,528	2,450	88.8	43.2	21.8	29.6	6.9	15.5	1.4	4.7	1.1	7.0
Loo		38.5	.0224	10.8	11.3	14.5	36,126	.0121	938	3,345	3,180	81.1	24.4	27.1	28.3	16.4	27.8	3.4	8.6	2.0	10.9
Tupelo		14.5	.0084	4.4	5.2		19,685	.0066	1,358	4,474	3,722	42.5	16.5	26.1	22.1	21.8	30.0	5.4	11.3	4.2	20.1
Loffere		48.6	.0283	12.7	14.5	19.5	46,928	.0158	965	3,884	3,228	56.7	26.2	21.8	22.0	13.7	22.5	4.4	10.8	3.3	18.5
Greenwood		19.5	.0113	6.1	7.3		28,864	.0097	1,480	4,732	3,932	41.6	15.2	25.1	19.9	21.1	27.4	7.0	13.6	5.2	23.9
Lincoln		27.5	.0100	7.3	7.3	11.4	25,276	.0084	910	3,402	3,418	48.6	21.7	28.0	27.4	18.9	26.9	3.7	8.8	2.8	15.2
Brookhaven		11.4	.0067	3.2	8.9		14,669	.0049	1,287	4,584	3,758	42.6	16.3	26.8	22.2	20.6	28.0	5.2	10.6	4.8	22.9

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Before using these figures read foreword, page 13.

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# NCENTRATED where business is . . .

# **BETTER THAN EVER!**

In One Year:

MERIDIAN and LAUDERDALE COUNTY

• Retail Sales Up

\$2,749,000

Sales per family Up

\$123.00

 Population City & County 66,500 Circulation: Daily 20,067-Sun. 20,150

Established 1896 Meridian, Miss.

		0		OPULAT STIMAT		58	EF BU	FECTIVE	E NCOME	_ (	SM ES	TIMAT	TES, 1	957						inal, e: AGEME	
MISS.	Me- tro- poli-			House-	Cen- sumer	Urban					Incerne			Inc	came B	reakdav	vis of H	lauseho	lds		
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2, % Halds.	%	\$2,500 Halds.	-3,999 % Inc.	\$4,000 % Halds.	%	\$7,000 % Hsids.	.%	\$10,000 % Hslds.	%
Lowndes		40.9	.0237	10.8	12.0	25.5	36,901	.0124	902	3,417	3,061	53.8	26.5	25.7	27.6	15.1	26.4	3.4	8.9	2.0	10.0
Columbus		25.5	.0148	7.1	9.0		28,515	.0095	1,118	4,016	3,141	52.1	24.2	24.7	25.0	16.5	27.3	4.3	10.6	2.5	12.9
Madison		29.2	.0170	7.0	7.6	6.2	20,724	.0070	710	2,961		64.9	36.6	21.3	28.1	9.6	19.2	2.4	7.4	1.8	10.7
Marien		22.0	.0128	8.7	6.0	7.3	17,772	.0059	808	3,118	2.924	55.5	28.9	28.9	30.3	13.4	24.8	2.7	7.7	1.5	8.3
Columbia		7.3	.0042	2.4	2.5	-	8,725	.0030			3,462		20.8	27.7	26.4	17.1	26.6	4.9	11.5	2.8	14.7
Marshall		23.1	.0134	6.3	5.9	3.0	14,141	.0048	612		2,396	72.3	46.7	18.8	28.4	6.3	14.4	1.4	4.7	1.2	7.8
Monroe		32.7	.0191	8.8	8.8	9.5	24,421	.0082	747	2,775	2,770	58.6	32.5	28.0	31.2	12.3	24.3	2.0	5.9	1.1	8,1
Mentgemery		13.3	.0077	3.4	3.5	3.2	9,788	.0032	737	2.882	2.733	58.9	83.0	26.2	30.6	12.6	25.0	2.6	7.7	.7	3.7
Neshoba		22.2	.0129	8.7	5.7	3.9	14,820		068	-	2,585	62.9	37.4	24.1	31.0	10.8	22.8	1.5	4.8	.7	4.6
Newton		20.3	.0118	-	5.7	2.6	14,559	.0048	717	0.000		65.0			31.1	8.9	19.2	1.9	6.1	.7	4.0
Nexubes		17.3	.0101	4.0	4.4		11,038	.0037	638	2,760	2,480	59.1	42.8	19.8	26.8	7.9	17.4	2.3	7.7	.9	5.2
Oktibbeha		25.3	.0147	6.2	8.4	7.4	24,530					61.7	31.4	17.8	19.5	14.0	25.2	4.5	12.2	2.2	11.7
Panola		31.6	.0183	8.0	8.2		22,105		700		200000		35.8	23.5	29.3	10.8	22.1	2.3	7.2	1.0	5.0
Pearl River		20.6	.0120		5.9		18,577					47.5		32.5	34.1	15.6	26.8	2.7	7.2	1.7	8.8
Perry		8.4	.0049	2.1	2.1		5,304	.0017	631	2,526	2,525	61.7	37.5	27.6	36.5	9.4	20.4	.6	2.0	.7	3.0
Pike		33.5	.0195		9.4	10.9	30,030	1	896		3,100	1 7777	23.0	29.1	30.3	17.5	29.6	3.6	9.3	1.6	7.1
McComb		10.9	.0064				14,099		1,293	4,272		36.2	13.8	28.0	23.4	26.4	35.8	6.4	13.2	3.0	13.5
Pentetec		17.4	.0101	4.6	4.6		12,289		786	2,672	2,834	60.0	35.0	27.5	34.8	10.3	21.2	1.4	4.5	.8	4.1
Prentiss		17.1	.0099	4.5	4.8	2.8	13,226	.0045	773	2,939	2,745	56.2	30.7	31.6	38.3	10.4	20.6	1.8	5.3	1.0	5.1
Quitman		24.1	.0141	6.1	8.2		15,324	.0051	636	2,812	2,460	68.8	43.0	20.9	28.3	7.6	16.8	1.7	5.7	1.0	6.5
Rankin		27.5	.0159	5.8	6.5		19,472	.0065	708	3,357	2,957	54.9	28.0	26.3	28,0	14.9	27.1	3.5	9.6	1.4	7.3
Scott		19.4	.0113	4.8	4.9	2.6	13,448	.0045	693	2,801	2,707	58.4	33.1	28.2	34.7	10.5	21.2	1.9	5.6	1.0	5.4
Sharkey		10.9	.0064				7,748		710	2,978	1	68.5	41.3	20.1	26.5	7.8	16.7	2.2	7.1	1.4	8.4
Simpson		20.1	.0110	5.0	5.2		13,568	.0046	675	2,714	2,598	60.7	35.8	26.5	34.0	10.6	22.2	1.7	5.5	.5	2.
Smith		14.0	.0082	3.4	3.4		7,990	.0027	671	2,350	2,291	68.2	45.8	25.2	36.8	5.6	13.3	.7	2.7	.3	1.4
Stone		5.9	.0034				5,525	.0018	936	3,683	3,152	48.6	22.8	29.6	30.5	16.3	27.4	3.4	8.6	2.1	10.
Sunflower		84.0	.0314	13.1	13.0	4.3	35,921	.0121	665	2,741	2,583	66.4	39.4	21.8	28.1	8.3	17.6	2.2	7.0	1.3	7.
Tallahatchie		26.8	.0155	8.7	7.1	2.3	17,878	.0059	672	2,668	2,503	68.4	42.0	20.9	28.0	7.7	16.8	1.8	6.0	1.2	7.
Tate		16.8		7.00		1	12,128	.0041	722	2,880	2.643	68.8	39.8	18.4	23.3	8.8	18.1	2.0	6.3	2.0	12.
Tippah		16.5	1		1		11,481				1		37.5	25.3		9.1	19.3	1.5	4.7	1.0	6.
Tishominge		12.8	.0075	3.4	3.4		8,997	.0030	703	2.640	2,579	58.9	35.0	29.7	38.5	9.9	20.8	1.3	4.2	.3	1.
Tunica		22.8	V		1	4	16,34					67.7		22.3		7.1	15.2	1.3	4.3	1.6	
Union		19.4	20000		1						1		32.9	28.1		10.6		2.0	6.1	1.0	
Walthali		13.3	.9078	3.2	3.2		8,180	.0027	618	2,550	2,515	64.3	39.2	25.3	33.7	8.2	17.8	1.3	4.3	.0	5.
Warren	1	42.0			1							47.5				20.3		5.8		2.7	
Vicksburg		32.5					43,100					45.7		1				6.5		3.1	
Washington		71.0			22.1	38.3	67,877	.0228				57.3	28.2					3.5	9.2	2.5	
Greenville		36.0	.0201	10.7	12.3		41,371	.0130	1,149	3,860	3,352	51.4	22.7	25.2	24.2	15.7	24.6	1 4.4	10.5	3.3	

C SM, 1958.

Before using these figures read foreword, page 13.

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

# **BILOXI-GULFPORT**

WITH \$7220 50 EFFECTIVE BUYING INCOME PER FAMILY

**Audited Reports** show this rich market is

has far greater buying power per family than any other city in Mississippi!

The BILOXI - GULFPORT DAILY HERALD

REPRESENTED NATIONALLY BY NEWSPAPERS SOUTH, Inc.

MEMPHIS-NEW YORK-CHICAGO ATLANTA-NEW ORLEANS

MISS.			Sh		PULAT	ION ES, 1/1/	58		BUYING	VE	ME-	J	M	ESTI	MAT	ES, 11	157		"SM" e estimat					
COUNTIES CITIES (continued)	Me- tro- poli- tan Area	To	ou-	of J.S.A.	House- holds (thou- sames)	Con- sumer Spend- ing Units (thous.)	Urban Pop. (thou- sands)	Net Dollar (000)	rs of			Per tald.	Per C. S.	U.	80-2, %	%	\$2,50	0-3,909 % Inc.	\$4,000- % Halds.	4,999	\$7,000- % Halda.	0,999	\$10,000 % Halds.	%
Wayne Webster Wilkinson	-		15.5 10.6 12.6	.0090 .0061 .0074	3.8 2.7 2.9	3.9 2.8 2.9		7,	837 .00 499 .00 211 .00	25	707	2,733 2,777 2,831	2,5 2,5 2,7	89 8	34.0	38.6 37.9 33.9	25.4 23.8 25.4			21.1 18.6 18.0	1.2 2.4 2.2	3.8 7.6 8.4	.5 .9 1.8	2.7 6.1 11.2
WinstonYalobushaYazooYazoo			20.4 13.1 33.5 11.7	.0118 .0077 .0194 .0068	5.1 3.4 8.4 3.5	5.3 3.4 9.1 3.8	2.8 11.7	9. 24.	586 .00 419 .00 849 .00 231 .00	32 83	719 2 742 2	2,860 2,770 2,958 3,495	2,7 2,7 2,7 3,1	29		34.0 33.8 35.7 26.3	24.7 24.6 21.8 24.6	29.1 29.7	11.8 10.1	22.0 23.4 20.0 23.1	1.8 2.1 2.5 4.1	5.8 6.3 7.6 10.5	1.5 1.3 1.7 2.6	8.5 7.4 10.0 14.4
Total Above Cities.		5	89.2	.3426	165.9	214.5		796,	293 .26	70 1,	351	4,800	3,7	12	10.1	15.3	25.9	21.4	23.4	31.7	6.7	13.6	3.9	18.6
StateTotal		2,1	33.8 1	.2406	557.0	619.0	722.0	1,905,	286 .63	88	893	3,421	3,0	78 1	54.8	27.0	25.6	26.7	14.7	26.7	3.5	9.3	2.0	11.3
		7H)		LATIO	N 1/1/58		SH	E. B. I. ESTIMA	ATES, 198	7					SH			ATION ATES, 1,	/1/58	1	SM	E. B. I	ATES	, 1957
METRO. AREAS	Total (thou- sands)	% of U.S.A.	Hous hold (thou sand	Spe in	nd- P g (ti	fian lop. nou- nds)	Net Dollars (\$000)	of U.S.A.	Per Pr	W 10=		ETRO		Tota (thou	i U.	%	House- hold (thou- sands)	Con- sumer Spend ing Units (thous.	(thou-		Not Dollars (\$000)	% of U.S.A	Per Cap-	Per
△Biloxi-Gulfport . Jackson	115.0 168.0					102.3 127.5	160,218 234,147		1,393 5,3 1,394 5,6		otal A	bove /	Areas	283	.0	1545	76.1	102.	229	.8	394,382	.1322	1,394	5,18
COUNTIES	Me- tro- poli- tan	R	otal etail ales	% of U.S.A	Per Hsld Reta	. Buy	VEF Q	uality	Index of Sales Production	Fo	M A	Eatin Drir Plac (\$00	nk.	Gene Mds (\$00	0.	Appar (\$000	el l	Furn louse- Appl. (\$000)	Auto- motive (1000)	St	Gas tations \$000)	Lumbe Bldg. Hdwre		Oruga 1000)
Adams	-	-	37,875	-				83	III	-	5,439	-	.280	-	490	-	208	2,281	8.01	-	3,156	2.2	-	1,42
NatchezAlcorn			35,182 22,412 21,352 7,918	.011	2 3,0	.00	<b>03</b> 169	93 68 105 52	107 74 162 42	3	7,587 3,876 3,496 1,196	2	,625 708 577 116	1,	010 303 181 503	1,	208 577 578 21	2,231 1,518 1,476 13	8,00 7,16 7,14 3,70	10	2,609 1,847 1,567 479	2,1 1,9 1,9	41	1,42 76 72 14
Attala			14,195 12,932 926	.000	55 14 4	.00	143	57 90 41	55 135 9	. :	3,731 3,253 186		208 179 18	1,	184 014 213	1,	246 246	727 727 41	3,67	02 49	1,132 930 109		75	35 35 4
Cleveland			35,499 19,281	1		76 .00		58 109	52 175		8,473 3,015	1	772		364		<b>588</b> 873	947	3,8		3,726 2,212	3,4		1,11
Calhoun			6,977 2,199 7,864	1001	7	33 .00	130	54 42 54	40 15 43		1,296 894 2,201		52 176 88		812 481 835		258 30 487	119 22 288	1,43 33 1,25	22	879 126 563	1,0		32 6 28
Choctaw			2,781 6,235	1001			-	47 61	29 51		439		25 157		720 406		57 352	33 367	1.18		470 502		20	8

# NOW YOU CAN GET MARKETING HELPS

NOW IN OUR FOURTH YEAR AND GROWING DAILY IN CIRCULATION, ACCEPTABILITY AND INFLUENCE!

THE PAPER THAT DARED BUCK A MONOPOLY MARKET . . . and owned by the people (more than 900 stockholders).

YOU CAN GET COMPLETE MARKETING HELP IN JACKSON . . . JUST ASK THE STATE TIMES!

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**StateTimes** 

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New York

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San Francisco Oklahoma City Dallas Charlotte

MISS.	Me-				WIE &	WFF9-	SH E	01111111					Datimatoo	by ones	MANAGE	WIENTE .
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn.~ House- Appl. (8000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg. Hdwre. (\$000)	Drugs (\$000)
Clarke		8,277	.0041	1,971	.0051	51	41	2,038	125	991	97	375	2,126	986	427	231
Clay		9,662	.0048	2,543	.0050	57	88	2,593	301	734	739	389	2,597	783	478	420
Coahoma		33,439	.0167	2,306	.0193	63	54	9,887	1,082	2,622	2,301	1,625	6,649	2,780	3,402	88
Clarkedale		28,196			.0110	90	116	7,643	1,070	1,551	2,172	1,543	6,649	2,208	3,080	70
Cepiah		14,488	.0073	2,041	.0089	56	46	4,433	173	2,195	572	493	2,333	1,076	1,280	671
Covington	4.1	5,775		1,699	.0041	49	35	1,218	124	1,332	41	94	1,581	798	297	25
De Sete		7,776		1,467	.0060	48	31	1,998	184	1,053	21	71	2,392	797	782	10
Forrest		58,115		4,151	.0236	83	103	10,220	2,933	7,972	4,286	3,014	13,497	5,831	3,321	1.58
Hattiesburg		54,689	.0273		.0192	98	140	8,872	2,637	7,374	4,286	2,947	13,497	5,053	3,172	1,41
Franklin		3,891		1,621	.0031	55	34	1,149	. 74	642		43	349	-	152	20
George		8,332		3,333	.0037	60	68	1,963	219	261	413	283	2,339	851	1,206	19
Greene		2,591	.0013	1,524	.0019	46	32	853	89	357	19	104	621	341	86	12
Grenada		11,557	.0057	2,408	.0066	61	53	2,895	263	746	737	708	2,820	1,345	827	49
Hancock		8,872	.0045	3,059	.0043	67	70	2,801	649	451	185	237	1,505	1,575	969	30
Harrison	184	104,149	.0520	3,472	.0559	84	78	24,900	10,955	11,458	6,841	6,083	21,773	10,196	5,183	3,21
$\triangle Biloxi-Gul/port$		91,438			.0464	91	90	20,909	7,658	11,097	6,635	5,959	20,445	8,252	4,178	2,94
△Gulfport		48,145	0241		.0169	96	137	10,748	2,356	8,007	3,916	3,283	10,231	4,149	2,027	1,57
△Biloxi		43,287	.0216		.0296	89	65	10,161	5,302	3,090	2,719	2,676	10,214	4,083	2,151	1,36
Hinds	68	183,140		3,973		88	94	39,603	9,064	26,368	13,005	9,088	46,285		9,650	6,08
▲Jackson		166,217			.0720	99	114	33,354	7,978	25,218	12,823	9,010	42,217	12,220	9,275	5,58
Holmes		15,267		2,213	.0087	53	47	3,741	435	1,756	532	452	3,448		1,348	50
Humphreys		9,429	.0047	1,964	.0059	51	41	2,471	159	1,029	87	392	1,036	2,029	1,410	33
Issaquena		599	.0003	599	.0010	43	13	377		114	***	***		108		
Itawamba		5,813	.0029	1,615	.0041	51	36	1,004	51	346	259	508	1,824	307	813	13
Jackson		36,521	.0183	3,121	.0174	70	74	11,821	2,780	2,357	1,457	2,140	6,681		1,991	1,37
Pascagoula		20,640	.0103		.0084	80	98	7,021	1,599	1,381	1,108	1,273	5,094	1,441	484	80
Jasper		7,368	1	1,797	.0050	40	36	1,443	138	1,004		76	1,519	572	1,089	26
Jefferson		4,687			.0028	52	43	943	135	850	***	***	1,777		68	15
Jefferson Davis		6,018	.0030	1,719	.0040	47	35	1,362	23	1,534	36	81	1,688	434	293	21
Jones		39,472	.0197	2,295	.0237	64	53	9.164	1,456	5,715	2,863	2,454	8.611	3,109	1.763	1.42
Laurel		35,488			.0148	86	103	7,367	1,106			2,368	8,479		0.0000	1,26
Kemper		3,206	.0017	1,137	.0032	43	23	587	28	810	41	127	996			14
Lafayette		9,087	.0045	1,893	.0070	60	39	2,060		1,463	872	386	1,546		584	37
Lamar		4,198	.0021	1,272	.0038	51	- 28	1,803	195	539	44	101	348	707	35	33
Lauderdale		69,305		3,536	.0303	78	89	16,098	3,238	10,208	5,477	3,372	15,816	8,579	2,979	2,03
Meridian		64,649			.0250	90	117	14,670	2,580	9,437	5,477	3,320	15,589	5,436	2,979	2,03
Lawrence		5,102	.0028	1,890	.0033	52	41	915	98	570	216	. 83	1,750	592	378	28
Leake		7,930			.0054	50	37	1,248	144	1,784	305	263	2,257	261	574	20
Lee		41,381			10.000	75	92	9,007	867	4,371	2,999	1,259	10,133	4,225	3,882	1,8
Tupelo		35,025	.0175		.0102	121	208	6,964	684	2,936	2,966	1,153	9,454	8,230	3.445	1.75

SM Standard (A) and Potential (A) Metropolitan County Areas. © SM, 1958.

Before using these figures read foreword, page 13.

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MISS.	Me-				AIL S	ALES-	SM E	STIMA		957		sive	"SM" sy estimates		MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$009)	Apparel (3000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (\$000)
Leffaro		43,586	.0218	3,432	.0201	71	77	8,405	1,266	3,562	2,451	1,583	9,139	8,198	3,874	1,07
Greenwood		37,391	.0187		.0127	112	165	6,740	1,025	2,659	2,395	1,583	8,978	7,492	2,951	86
incoln		21,269	.0106	2,914	.0106	66	66	5,770	410	1,690	1,555	1,308	6,093	1,387	923	71
Brookhaven		19,064	.0095		.0066	99	142	4,682	410	1,208	1,511	1,307	6,092	1,253	595	7
owndes		27,602	.0138	2,556	.0150	63	58	6,286	1,726	2,621	2,041	2,197	7,048	2,191	1,874	
Columbus		24,296	.0121	0.300	.0113	76	82	5,621	1,015	2,051	2,041	2,197	6,982	1,493	1,333	6
Aadlson		16,464	.0082	2,352	.0094	55	48	3,416	612	2,017	1,087	984	3,912	1,581	1,090	
Aarion		16,897	.0085	2,964		63	66	3,406	403	4,000	521	711	3,140	1,926	1,049	
Columbia		15,319	.0077		.0047	112	183	2,916	361	3,478	521	659	2,875	1,803	1,049	6
Aarshall		8,963 19,645	.0045	1,691	.0064	48 57	34 51	2,747 5,948	230 325	1,948	506 1,154	281 887	1,129 4,233	748 2,026	2,044	
		10,040	,0000	6,406	.0100	01	01	0,040	34.0	1,000	1,104	901	4,400	2,020	4,077	
Montgomery		8,431	.0042	2,480	.0044	57	55	2,145	189	894	374	218	1,812	1,307	965	
Veshaba		9,055	.0045		.0065	50	35	2,059	87	1,545	567	401	2,088	627	813	3
lewton		11,800	.0059	2,314	.0066	56	50	2,503	318	1,412	247	425	2,724	799	1,243	1
E-value									-		***					
laxubee Oktibbeha		7,686	.0038	1,922	.0060	50	38 44	1,809	22	1,552	196	447	1,314	917	1 204	2
anala		12,918 17,063	.0085		.0090	61 54	46	3,463 4,893	291 229	1,118	571	863 685	2,531 5,042	1,161 2,137	1,294	- 2
MC0000M		17,000	.0000	2,133	.0000	0.0	40	4,000	240	1,000	0/1	009	0,042	2,101		
eari River		18,317	.0092	3,330	.0083	60	77	3,700	471	814	724	478	6,026	1,962	1,551	
Perry		3,790			.0024	49	39	572	26	1,211	45	49	1,204	429	88	
Pike		31,377	.0156	3,486		70	80	7,759	1,115	2,644	1,438	1,347	7,201	3,364	2,782	1,0
McComb		22,468	.0112		.0070	109	175	5,147	637	2,112	1,253	1,346	6,519	1,898	1,464	1
ontotoc		8,686	.0044	1,888	.0054	53	44	1,384	56	1,048	330	212	3,039	230	1,001	1
rentiss		8,678	.0043	100000	.0055	56	43	1,526	153	1,009	533	364	1,945	929	1,057	4
uitman		9,767	.0049	1,601	.0069	49	35	2,850	134	1,345	516	296	1,804	472	1,593	2
lankin		9,559	.0048	1,648	.0078	49	30	2,094	165	970	***	681	1,858	1,234	894	1
cett		19,896	.0099	4,145	.0075	66	88	1,963	245	1,954	643	1,213	4,944	1,063	757	4
iharkey		7,836	.0038	2,937	.0037	58	59	1,091	85	1,455	***	180	950	565	2,332	1
impson		11,653	.0058	2,331	.0064	55	50	1,470	225	2,348	337	315	4,148	512	759	2
Smith		4,222	.0022		.0036	44	27	689	38	475		96	1,638	274	251	2
Itana		6,785	.0033		.0026	76	97	1,855	151	478	29	119	2,506	843	480	2
Sunflower		25,875	.0130	1,975	.0162	52	41	5,511	682	3,331	1,201	1,000	5,804	1,673	3,449	
Fallahatchie		8,965			.0074	48	28	2,257	93	778	680	238	1,589	1,030	1,345	- 1
Tate		12,998	.0065		.0059	61	87	2,771	175	3,300	222	394	3,441	850	795	2
Flores		0.007	0001	4 490	0040		20	1 000			500	***	1 407	404	-	
Tippah		6,027 7,552	.0031	1,470	.0048	50 58	32 49	1,289 1,736	55 73	571 820	528 1,055	148	1,467	451 696	786	1
unica		10,291	.0052		.0069	53	40	2,878	408	1,132	382	248	2,020	522	1,922	-
								1			199					
Inion		12,026	.0060		.0065	58	54	2,789	280	843	962	755	3,149	916	888	
Walthall		8,469			.0042	54	54	1,532	115	1,021	315	152	1,940	782	1,076	3
Warren		43,773	.0219	3,291	.0200	82 91	109	11,111	2,910 2,442	3,711	2,605	4,176	8,186 8,186	4,390 4,080	2,298	1
vicasouig.		21,000	.0200		.0112	91	100	10,000	0,710	0,009	2,000	4,110	0,100	4,000	2,200	
Washington		81.846	.0308	3,067	.0289	70	78	15,478	1,912	6,783	4,473	3,148	11,881	5,025	6,645	1.5
Greenville		48,008	.0240		.0183	88	115	11,690	1,512	5,672	3,855	2,721	10,589	3,460	5,412	1,0
Vayne		12,149	.0060		.0052	58	67	2,883	207	881	417	984	4,260	1,386	752	1
Vobster		9,148	.0048	3,388	.0039	84	78	1,322	82	1,136	178	144	3,515	962	397	2
Vilkinson		5,782	.0029	1,987	.0037	50	39	1,636	255	1,098	160	94	1,019	818	369	1
Vinstan		11,042	.0055	2,165	.0065	55	47	1,082	250	994	286	710	2,740	1,026	584	1
alobusha		6,082	.0030	1,789	.0040	52	39	1,716	96	1,350	209	146	836	566	417	2
azeo		19,205	.0097	2,288		57	50	4,311	364	1,541	1,401	737	4,069	2,572	2,166	1
Yazoo		16,461	.0082		.0059	87	121	3,144	281	797	1,401	711	4,068	1,985	2,166	(
otal Above Cities		809,420	.4043		.3233	94	118	174,730	37,148	91,970	60,719	47,653	198,702	71,222	54,365	25,6
tate Total		1,493,167	.7460	2,681	.7913	84	60	343,602	59,154	175.064	84,889	70,127	345,486	141,360	114.644	47,5
							SM E									
METRO. AREAS	***		*****			ALES-			TES, 1					***************************************		
\El oxi-Gulfport	184	104,149 183,140	.0520	3,472	.0559	84	78 94	24,909 39,603	9,064	11,458 26,368	6,841 13,005	6,063 9,068	21,773	10,196 14,948	5,183 9,650	6,0
	-		-													
otal Above Areas		287,289	.1435	3,775	.1421	86	87	64.512	20,019	37,826	19,848	15,171	68,058	25,144	14,833	9,1

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.



Serving 271 carriers in 162 towns and 4,100 farm homes morning evening, and Sunday.

### 63 Farm Service Routes Travel 3,720 Miles

Serving an additional 3,700 farm homes with their Sunday News-Press at their door.

Over 1,800,000 miles a year of motor route travel assures prompt delivery of YOUR advertising message in N. E. Kansas and N. W. Missouri.

#### ST. JOSEPH NEWS-PRESS

St. Joseph Gazette

SAINT JOSEPH, MISSOURI
Kelly-Smith Co., National Representative

38.0 12.5

.0292 1,982 7,833 3,607 31.1 9.7 11.9 8.2 40.3 44.7 11.7 19.6 .0897 1,737 5,498 4,782 21.0 6.2 21.7 14.1 41.3 43.6 11.6 17.5 .0504 1,790 5,717 4,787 19.8 5.7 21.2 13.6 42.4 43.8 11.4 17.8

16.9 12.9

Kans. Mo.

93% Home
Deliveries
Before 6 P. M.
and 7 A. M.
Today's
NEWS
TODAY!

MISSOU	RI	-				rth Cen ska, No																			exclu MENT
		(3)		,	IUME	BER OF	OUT	LET	rs							38			NU	MBER	R OF	OUT	LET	3	
Map, page 4		Pop. (thous.)	Total Outlets	Food Eat. &	Drink, Gen'l.	Mdse. Apparel	F-H-A	Auto.	Gas Sta.	H-B-H	Drugs		City		County	Pop. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	Drugs
Cape Cape Girardeau Gira Carthage Jasper Chillicothe Livings Clayton St. Leu Clinten Henry	ton	24.3 12.8 9.4 18.9 6.1	344 214 191 247 173	23	26 32 31	23 29 13 12 10 17 28 58 14 14	9 18 21	28 18 9 8 21	38 14 13	23 17 21 6 18		Fi Fi H		St. I		16 11 21 55	.5 1 .0 1 .0 3 .0 4	09 2 16 1 57 7	1 12 4 15 2 69 8 88 6 55	17 17 24 65 38	29 6 9 30 23 29	19 6 8 20 31 17	18 6 9 21 29 31	31 14 10 41 66 43	20 1- 6 11 19 1- 25 1: 25 1:
				POPL		ION ES, 1/1	/58	1		EF	FECTIVE	COM	_ (	M ES	TIMAT	ES, 16	57								
COUNTIES	Me- tro-			He	uso-	Con-	Urbe	n						Income			In	come B	reakde	own of	Hou	sehok	ds		
CITIES	tan Area	Total (thou- sands)		(ti	nids nou- nds)	Spend- ing Linus. (thous.)	Pos (thousand	lje	Nei Dolla (000	ars	of U.S.A.	Per [Capita	Per Hsid.	Per C. S. U.	\$0-2 % Helds	% Inc.	\$2,50 % Halds	3-3,999 % . Inc.	07	00-6,96 % s. Inc		7,000- % side.	9%	9/0	00&ove % . Inc.
Adair		20			6.7	7.4		.7		,461	.0085		3,800		38.8	16.7	27.7	25.9	28.1		-	4.3	9.0	1.1	4.5
Kirksville		11.			3.9	4.7				,807	.0056	-8		3,541	36.2	14.6	25.6	22.6	31.1	-	-		11.7	1.6	200
Andrew Atchison		11.			3.0	3.6				,631 ,226	.0050	-,,	4,084 5,409	4,026	34.9 24.9	13.1 7.6	26.2 25.4	21.4 16.9	29.6 35.3		-		13.0 13.9	5.9	
Audrain		26.	.01	51	8.5	9.0	16	1.3	42	,352	.0142	1,629	4,983	4,665	23.0	7.3	24.1	16.5	39.4	44.	2	9.5	16.1	4.0	15.9
Mexico		13			4.4	5.2		1		,360	.0085			4,841	17.1	4.9	21.7	13.6	44.6				17.6	4.9	18.0
Barry Barton		21. 11.			8.5 3.8	3.8		1.1		,342 ,189	.0078		3,437 3,726	3,396 3,682	43.5 39.1	19.4	26.5	25.8	24.3		-		10.2	2.1	
Bates		16.	5 .00	96	5.8	8.2	2	1.2	23	,626	.0080	1,432	4,004	3,782	40.5	16.0	25.1	21.4	25.8	38.	2	5.6	12.0	3.0	14.4
Benton		9.			2.7	3.0		1		,678	.0032		3,584	3,179	46.4	21.6	27.4	27.8	21.6		- 1	3.2	8.0	1.4	6.8
Boilinger		9.	4 .00	PAI	2.8	2.6	A.I	- 1	- 60	.768	.0026	000	2.988	2,981	51.7	26.3	26.9	30.1	17.8	32.		2.5	6.7	1.0	4.5

SM Standard (A) and Potential (A) Metropolitan County Areas.

123

43.8 102.5 11.1 24.0

32.4

37.2

© SM, 1958.

86,830

178,066

Before using these figures read foreword, page 13.

### JEFFERSON CITY-the ISOLATED* Central Missouri Market

In the Heart of Missouri-Centering on the State Capital

164,900 Population
A BIG Market—a 9-County Area

\$201,801,000 Income

A RICH Market-Outranks 106 Metro, Areas

\$135,956,000 Sales

A RESPONSIVE Market—Outranks 94 Metro Areas

Family Income ... \$5,625
Family Sales ... \$4,138
Family Income ... \$6,135
Largest Retail Center in Central Missouri

MISSOURI

NUMBER OF OUTLETS

### *ISOLATED—BEYOND THE EFFECTIVE REACH OF OUTSIDE NEWSPAPERS

Jefferson City is 150 miles southeast of Kansas City, 130 miles west of St. Louis. In Cole County, home of the state capital, no outside newspaper reaches more than 16% of the families daily, 33% Sundays—in contrast to the 9 out of 10 Cole County families reached both daily and Sundays by the Capital News & Post-Tribune.

#### CAPITAL NEWS & POST-TRIBUNE

Morning • Sunday • Evening

Largest Circulation in Central Missouri

JEFFERSON CITY, Missouri

Represented by JOHNSON, KENT, GAVIN & SINDING, INC.

NUMBER OF OUTLETS

Cont. from p. 4		Pop. (tho	Outlets	Eat. & Drink, Gen'l.	Mdse. Apparel	F-H-A Auto.	Gas Sta. L-B-H	Drugs		City	c	ounty	Pep. (thos	Total	Food	Eat. & Drink.	Gen'l. Mdse.	F-H-A	Auto.	Sta.	L-8-H Drugs
JenningsSt. Loui	8	20.5	115 2	9 13	10 5	6 (	19 6	3	M	aryville.	Neda	away	7.	5 140	19	15		10 10	12		11 6
Joplin Jasper.		42.4	668 15	1 141	50 43	32 41	77 26	17			Audr			9 200	4			14 13			14 5
Kansas City Jackson		497.05			94 398	257 28					Rano				1			19 19			18 10
KennettDunklir		9.3		3 22	9 11	9 3		7			New		6.			-		11 8		-	18 6
KirksvilleAdair		11.7		1 30	13 22	15 2		6			Vern	ion	8.	5 198	3	1 27	13	12 18	15	25	20 8
Kirkwood St. Loui		28.9		5 41	28 13	15 1	-		11	orth Kar							-				
Lebanen Lacleda		10.0		9 26	38 17	10 2					Clay					9 33		12 7	1	16	9 1
Maplewood, St. Loui		13.9		7 33	25 33	10 2		5	0	verianti.	St. L	ouis				7 31		16 8	6	19	12
Marshall Saline,	innel	10.5	178 3	2 27	16 13	12 2	0 14 16	5	[]				(Cor	ntinue	a on	page	480)				
				STIMAT		58	EF	FECTIVE IYING IF	COME	_ 0	ES	TIMATE	ES, 195	57	Th	e "SM e estim	" symi	SALE:	rk ori	ginal, IAGEN	exclu-
COUNTIES	Me- tro- poli-	-	-	House-	Con- sumer	Urban	N/-	~			Income			Inc	ome B	reakdo	wn of I	fouseho	olds		
(continued)	tan Area	(theu- sands)	U.S.A.	(thou- sands)	Spend- ing Units (thous.)	Pap. (thou- sands)	Deliars (000)	of U.S.A.	Per Capita	Per Hald.	Per G. S. U.	\$0-2,4 % Halds.	%	\$2,500 % Halds.	%		0-8,999 % . Inc.	87,000 % Halda	9-9,999 %	0%	00& ove % is. Inc.
		-		40.						-	-					-				-	
Butler		38.				18.1	38,373						18.7	26.4			37.6		10.2	1.8	
Poplar Bluff		18.	1 .0108	5.6	8.7		21,816	.0073	1,205	3,896	3,801	38.2	15.1	25.8	22.3	27.9	39.3	5.7	12.1	2.4	4 11.2
Caldwell		9.	2 .005	3.3	3.4		11,802	.0040	1,283	3,578	3,408	40.0	17.8	28.9	27.7	25.8	40.4	4.2	10.0	1.1	1 4.3
Callaway		23.											12.1		18.5	32.8		7.6	15.0	2.1	
Fulton		11.	1		3.7		15,433	.0052		7,015		22.5	6.6	17.4	11.2	43.0	44.8	11.8	18.6	5.3	3 18.8
Camden		7.	3 .004	2 2.1	2.1		7,160	.0024	982	3,414	3,370	48.8	21.0	26.2	25.6	21.0	33.6	4.0	9.7	2.0	0 10.1
Cape Girardeau		38.	1	-	1			1	1,449			28.6	9.7		17.5	36.2		8.2		1	4 14.0
Cape Girardeau		24.					38,784					25.6	8.2	22.3	15.4	38.7		9.2	15.8	4.2	
Carrell		14.	-					1	1				14.6	26.0	22.0	28.1		5.9		2.6	
Carter		4.	3 .002	1.3	1.4		4,170	.0014	970	3,200	2,966	51.2	25.9	26.1	28.9	18.8	33.8	3.2	8.6	7	7 2.8
Cass		19.	8 .011	6.5	6.0	2.6	27,434	.0092	1,407	4,221	4,008	34.5	12.7	25.0	19.9	30.4	39.5	6.9	13.6	3.2	2 14.2
Cedar		9.			1				100				24.2	28.1	30.5	19.9		2.8	7.4	1 .1	
Chariten		13.	7 .008	4.5	4.7		18,196	.0081	1,320	4,043	3,859	37.9	14.7	25.9	21.9	27.7	38.1	5.5	11.5	3.0	0 13.8
Christian		11.	9 .006	3.7	3.9		12,302	.0041	1,034	3,325	3,143	48.6	22.3	27.4	28.5	21.7	36.8	3.5	8.9	.1	8 3.5
Clark		8.					9,750			3,614		39.1	17.0	29.0	27.5	26.6		4.1	9.5	1.2	
Clay	72	78.	1					1		5,784		17.0	4.8		10.7	44.2		14.3		8.1	
North Kansas City 1▲ Kansas City		6.	1 .003	8 2.3	2.3		13,198	.0044	2,164	5,738	5,811	14.0	3.8	18.8	11.0	46.5	44.6	15.4	22.3	5.3	3 18.3
Clinton		11.	0 .0064	3.7	3.9	3.3	16,458	.0055	1,496	4,448	4,130	33.1	11.8	26.4	20.6	29.7	37.7	7.1	13.5	3.7	7 18.4
Colo		41.	-					1				20.7	6.1	22.3	14.2	40.3	41.9	11.4	17.9	5.3	3 10.9
Jefferson City		32.	5 .018	8.9	11.2		54,601	.0183	1,680	6,135	4,861	17.5	4.9	21.0	12.7	42.9		12.6	18.8	6.0	0 21.3
Cooper		15.	3 .0081	4.8	5.5	6.4	23,481	.0079	1,533	4,888	4,250	30.2	10.2	23.8	17.4	33.4	39.9	8.5	15.5	4.1	1 17.0
Crawford		10.	4 .0000	3.1	3.2	.4	11,751	.0039	1,130	3,791	3,671	41.0	17.1	26.9	24.6	25.5	37.8	4.3	9.6	2.1	3 10.9
Dade		8.	5 .0050	2.7	2.9		9,058	.0030	1,065	3,354	3,020	51.3	25.4	25.8	27.7	18.7	32.9	2.9	7.6	1.3	3 6.4
Dallas		9.	1 .0063	2.8	3.0		8,738	.0030	980	3,121	2,843	56.3	29.8	23.7	27.2	16.4	30.9	2.7	7.7	.1	1 4.4
Daviess		10.	.0086	3.3	3.5		12,720	.0042	1,272	3,858	3,563	41.8	17.4	25.5	23.2	25.1	37.1	5.4	12.0	2.2	2 10.3
De Kalb		7.	3 .0042	2.4		.1	8,916				3,626		15.9		25.4	27.0		5.0	11.2	1.8	
Dent		10.	4 .0081	3.2	3.2	3.5	10,624	.0038	1,022	3,320	3,246	47.8	22.3	26.4	28.8	28.7	34.3	3.4	8.5	1.7	7 8.1
Douglas		9.	.0056	2.8	2.8		8,381			2,993			28.4	27.2		17.5		2.8	7.8	.8	
Dunklin		40.			11.4	12.4	39,323		983				19.5		25.2	22.6		4.2	9.8	2.1	
Kennett		9.			2.9		11,679		1,256	4,326	3,911		14.2	25.7	20.8	26.6	35.5	6.3	12.5	8.0	
Franklin		39.	.0227	11.0	12.7	13.7	84,747	.0183	1,404	4,601	4,306	27.4	9.4	25.6	19.2	35.8	43.7	8.0	14.7	8.2	2 13.0

Kansas City is in Clay and Jackson counties.
 SM Standard (A) and Potential (Δ) Metropolitan County Areas.

before using these figures read foreword, page 13

# KCMO TV NO. 1 SALESMAN in the nation's 18th richest market

Katz Agency Representatives

Yearly Retail Safes — \$2,672,236,000

World's tallest self-supported TV tower, 1,130 feet above average terrain



CRS TV affiliate

delivers a 2-million plus audience for hardselling, prestige packed advertising.

over 92 per cent of all homes in the area have TV sets

... undisputed leader in quarter hour "firsts"

... top TV movie packages and local personalities

KCMO-TV Channel 5 · 100,000 watts visual power

Meredith Stations Are Affiliated with "Better Homes & Gardens and "Successful Farming" Magazines

***************************************		0		PULAT	ION ES, 1/1/	58		FECTIVE		_ (	M ES	TIMAT	rES, 1	957	Th					ginal, e	
COUNTIES	tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdow	n of H	lousehol	lds		
CITIES (continued)	tan Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2 % Halds.	,499 % Inc.	\$2,500 Halds.	-3,999 % Inc.	\$4,000 % Haida.	-6,999 % Inc.	\$7,000 % Halds.	-9,999 % Inc.	\$10,000 % Haida.	%
Gascenade		12.7	.0074	4.0	4.3	2.6	18,062	.0054	1,265	4,016	3,690	33.7	13.5	27.4	23.9	32.0	45.6	5.6	12.0	1.3	5.0
Gentry		9.9	.0057	3.2	3.6		13,584	.0048	1,372	4,245	3,692	37.0	14.5	25.6	21.9	28.9	40.4	6.2	13.0	2.3	10.2
Greene	143	120.4	.0700	39.9	43.4	105.2	193,384	.0648	1,606	4,846	4,451	27.1	8.9	23.7	16.8	36.2	42.4	9.2	16.3	3.8	15.6
▲Springfield		96.4	.0560	32.7	37.8		168,959	.0567	1,753	5,167	4,500	25.1	8.0	22.8	15.6	37.9	42.8	10.0	17.0	4.2	16.6
Grundy		12.0	.0070	4.1	4.2	5.9	16,716	.0056	1,393	4.077	3,949	37.7	14.4	25.9	21.4	27.0	36.5	6.2	12.6	3.2	15.1
Trenton		5.8	.0034	2.1	2.1		9,238	.0031	1,593	4,399	4,321	33.0	11.5	25.0	19.0	31.0	38.4	7.0	13.2	4.0	17.9
Harrison		12.9	.0075	4.2	4.3	2.5	16,325	.0055	1,266	3,887	3,773	35.9	14.3	27.3	23.7	28.8	40.9	6.0	12.8	2.0	8.3
Henry		18.9	.0110	8.5	6.7	6.1	25,030	.0084	1,324	3,851	3,711	38.9	15.7	26.5	23.4	26.7	38.4	5.7	12.3	2.2	10.2
Clinton		6.1	.0035	2.3	2.3		9,557	.0032	1,567	4,155	4,116	35.5	13.1	25.1	20.1	28.9	37.7	7.2	14.2	3.3	14.9
Hickory		4.8	.0028	1.6	1.6		4,417	.0015	920	2,761	2,728	57.4	32.0	25.8	31.2	14.4	28.6	1.8	5.2	.6	3.0
Holt		8.5	.0049	2.6	2.9		12,235	.0041	1,439	4,706	4,138	34.4	12.0	25.6	19.4	28.0	34.7	7.5	14.1	4.5	19.8
Howard		11.1	.0065	3.5	4.2	3.0	16,933	.0056	1,525	4,838	3,960	37.0	13.1	23.1	17.9	28.4	35.9	7.1	13.6	4.4	19.5
Howell		18.6	.0108	5.6	5.8	4.1	19,505	.0066	1,049	3,483	3,323	45.4	20.5	27.2	26.7	22.0	35.4	3.6	8.9	1.8	8.5
Iron		7.6	.0044	2.0	2.1		7,041	.0023	926	3,521	3,266	44.5	20.3	27.3	27.4	23.1	37.5	3.8	9.3	1.3	5.5
Jackson	72	602.1	.3501	203.2	240.0	565.2	1,312,482	.4401	2,180	6,459	5,469	14.6	3.7	18.5	10.1	44.4	40.0	14.6	19.9	7.9	26.3
1▲Kansas City		497.0	.2890	166.6	204.5		1,121,615	.3760	2,257	6,732	5,484	13.3	3.3	18.0	9.7	45.2	39.7	15.1	20.0	8.4	27.3
Independence		55.0	.0320	18.2	19.1		103,188	.0346	1,876	5,670	5,385	17.2	4.7	18.6	11.1	44.6	43.5	13.9	20.5	5.7	20.2

1 Kansas City is in Clay and Jackson counties. SM Standard (A) and Potential (A) Metropolitan County Areas. Before using these figures read foreword, page 13 ⑤ SM, 1958

KCMO Radio...where your advertising investment produces leading results

Over 6,000,000 Radio Listeners



affiliated with CBS radio

810 Kc

a 3 billion dollar market

. . . forcefully beamed at 50,000 watts

outstanding local personalities sell your product

. . advanced fidelity transfers a powerful audio-image

prompt attention to all merchandising inquiries

KCMO-Radio the voice of Mid-America since 1936

Meredith Stations Are Affiliated with "Better Homes & Gardens" and "Successful Farming" Magazine

MISSOURI		(thous.)			NUN	ABE	R OF	001	LET	8							3			NUI	MBER	OF O	UTLE	TS		
Cont. from p. 4		Pep. (tho	Tetal	Familia	Eat. & Orink.	Gen'l. Mdse.	Appare	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs	-	City		County	Poo. (thous.)		Outlets	Eat. & Drink.	Gen'l. Mdse.	Apparel F-H-A	Auto.	Gas Sta.	H-B-1	Drugs
Poplar Bluff Butler. Richmond Heights St. Lou		18.1	290	85	48	25	18	19	28		17		St	Joseph Louis	St. L	hanan. Louis	870	1.0 9		226	71 880	706 44	12 6: 17 37:	704	302	384
RollaPhelps.		15.3	149	28	24	9	14	8	19		8		7.0	iversity		nay		0.0	38 2	20	13	11	2 1	10	14	I.
SedallaPettis SikestenScott		26.3 14.0	341 207	81 47	56 31	28	31 14	22 14	26	34	19 18	9 7		City		.ouis	50	3.1	33 5	42	76	27 1	27	28	6	20
Springfield,Greene St. CharlesSt. Cha		96.4 1 23.0	,147 216	236 35	189 48	92 13	83 15	17	107	133 23	75 15				St. l				32 31 30 3			8 1 12	9 1	2 9		
		(	SM		PULA			58	1		EF	FECTIVI	COME	_ (	M E	STIMA	TES, 1	957	Th			bois n				
COUNTIES	tro- poli-				House	- 11	imer	Urb							Income			In	come B	reskde	iwn of	Househ	olds			
(continued)	tan Area	Total (thou- sands)	of		helds (thou- sands	) U	pend- ing Inits 10us.)	Po (tho	U-	Doll (00	ars	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	30-2	2,499 % Inc.	1 %	0-3,999 % . Inc.	1 %	0-6,991 % L Inc.	07	00-0,90 % s. Inc		,000&	et a
Jasper	219	82.	5 0	479	28.	4	29.7	8	1.4	125	,234	0420	1,518	A 410	4,214	31.3	11.1	25.3	19.5	33.1	41.6	7.0	13.	_		4.4
2△Joplin		42.		246	14.		16.2		"		,765		1,716	20,000		28.0	9.1	23.8		35.4	2000	8.1				7.9
Carthage		12.	8 .00	075	4.	3	4.6		- 1		,289		1,507			31.0		24.9		34.5		6.1		-		3.5
Jufferson		62.	.0	361	18.	5	18.5	2	3.4	92	2,286	.0309	1,488	4,988	4,980	21.6	6.6	21.1	13.9	42.4	48.9	10.1	17.	8 4	.1 1	5.8
Johnson		26.	.7 .0	155	8.	6	10.6	1	0.0	38	,742	.0130	1,451	4,505	3,628	39.3	15.3	23.0	19.6	28.4	39.5	6.6	13.	8 2	.7 1	1.8
Knex		7.	5 .0	044	2.	0	2.6			10	,091	.0034	1,345	3,881	3,862	38.3	15.0	29.2	25.0	24.6	34.4	4.6	9.	7 2	.3 1	5.9
Laclede		19.	.6 .0	113	8.	9	6.0	1	0.0	21	,779	.0073	1,117	3,691	3,599	41.7	17.5	27.2	24.7	24.7	36.8	4.0	9.	9 2	.4 1	2.0
Lebanon		10.	.0	058	3.	4	3.6			14	426	.0048	1,443	4,243	3,942	36.5	13.7	26.7	21.9	28.1	37.5	5.1	10.	2 3	.6 1	6.7
Lafayette		24.	.0	145	8.	0	8.8		8.6	30	,789	.0123	1,477	4,500	4,286	28.6	9.9	24.9	18.7	35.2	43.2	8.1	14.	0 3	.2 1	3.3
Lawrence		22.	.0 .0	128	7.	2	7.5		4.6	21	3,911	.0091	1,223	3,738	3,555	38.1	16.0	27.9	25.6	27.9	41.8	4.7	10.	7 1	.4	5.9
Lewis		10.	.0	061	3.		3.9				,808		1,410			38.1		23.9	-	28.8		200				11.8
Lincoln,		16.	.0	003	5.		5.6				,738		1,359			38.0		25.8	-	27.8		200		- 1		1.8

3 Joplin is in Jasper and Newton counties.

McDenald.....

Before using these figures read foreword, page 13

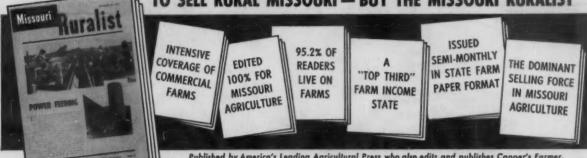
#### The Data and Ads Go Together

A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.

#### TO SELL RURAL MISSOURI — BUY THE MISSOURI RURALIST



Published by America's Leading Agricultural Press who also edits and publishes Capper's Farmer, Kansas Farmer, Michigan Farmer, Ohio Farmer and Pennsylvania Farmer. SALES OFFICES: New York, Chicago, Cleveland, Topeka and Los Angeles

		O		PULAT		58	EF BU	FECTIVE YING IF	COME	_ 6	M E	TIMAT	TES, 1	167				SALES			
COUNTIES	Me- tre- poli-			Heuse-	Con- surmer Spend-	Urban					Income			Inc	ceme E	reakde	en of H	lousehe	lds		
(continued)	tan Area	Total (thou- sands)	W.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- aanda)	Net Dellars (000)	U.S.A.	Per Capita	Per Heid.	Per C. S. U.	\$0-2 % Helds.	CW.	\$2,500 Haida	OZ.	\$4,000 % Haids.	OY.	87,000 Helds.	QZ.	318,800 Helds.	der
Macen		20.1	.0117	6.8	7.2	4.8	25,792	.0087		3,738	3,576	40.0	18.8	26.9	24.4	20.1	30.0	-	11.8	1.8	8.0
Madison Marios		10.9 6.7	.0038	2.8	3.0 2.0	3.6	6,783	.0040	1,208	4,314 3,877	3,985 3,273	35.4 44.7	13.1 20.6	22.9	18.5 28.2	31.9	42.0 36.3	3.8	9.3	1.3	12.8
Marian		29.5	.0172	9.8	10.9	20.9	45,912	.0157	1,680		4,282	27.8	9.3	24.9	18.3	35.9	43.3	8.2	14.9	3.5	14.2
3Haanibal	10	21.0 5.8	.0122	7.2	8.0		35,193 6,740	.0118		4,888	4,849 3,404	25.7 43.6	8.5	25.1	18.1	23.5	44.2	3.8	14.9	3.5	8.4
Miller		14.0	.0082		4.8	2.8	14,801		1,043		3,372	41.7	18.8	27.8		25.7		3.9	9.3	.8	3.6
Mississippl		20.9	.0121	5.5	5.8	8.0	21,985	.0073			3,783		18.8	24.5			33.0	5.0	10.6	3.6	17.6
Moniteau		9.8	.0059	3.3	3.3		11,823		1,172	3,586 4,165	3,481	40.6 35.7	17.6 13.5	27.0 26.8	25.5	27.1	41.6	8.7	9.0 11.6	3.2	14.7
Mantgamery		10.2	.0059	3.4	3.4		12,719		1,247				15.9	28.7	23.6	26.3	38.0	5.6	12.3	2.2	10.5
Mergan		9.0 35.5	.0053	9.0	9.7	5.0	81,810	.0031	1,047	3,249		48.6	22.1 21.9	28.0	29.0	20.7	35.0	3.6	9.1	1.1	9.1
4Sikesten		30.0	.0200	9.0			21,010	10101	-	0,001	0,402	77.0	21.0	20.1	20.0	20.1		3.0	0.0	1.0	
Newton	219	29.5	.0172	-	9.5	7.8	35,830	1 222	7.	3,937			15.8	1	22.2		37.3	5.9	12.6	2.6	12.1
Neoshe 2△Joplin		6.5	.0037	2.3	2.4		10,293	.0034	1,584	4,475	4,147	30.5	10.8	24.4	19.1	33.6	42.4	8.7	16.5	2.8	11.5
Nedaway		23.9	.0130	7.5	9.1	7.5	36,959			4,832			11.7	23.5	17.7	31.3		7.4	13.9	4.2	18.2
Maryville Oregen		7.5 10.2	.0044	2.5	3.4		9,740			6,033 3,359		26.6 49.2	8.0	19.7	12.7	37.7		9.8	15.8	6.2	3.4
Osage		11.0	.0064	2.9	3.2		11,081	.0037	1,006	3,814	3,440	39.5	17.0	27.1	28.2	27.1	41.4	5.2	12.1	1.1	4.3
Oza/k		8.0	.0046		2.3		6,557		820	m 8 x 2000			30.2	24.3	28.0	15.5		2.0	5.6	1.3	8.1
Pamiscot		43.0	.0250	11.5	11.8	11.4	42,263	.0142	983	3,675	3,580	46.2	19.5	24.8	22.9	21.2	31.9	4.9	11.1	2.8	14.0
Parry		12.4	.0072		3.5	200	14,850	1 1 1 1 1				30.4		26.5	20.6	32.8		7.3	14.0	3.0	12.
Pettis		36.5	.0213	1	13.2		56,049					30.7	10.8	25.1	19.2	33.7		7.2	13.6	3.3	14.3
Sedalia		26.3	.0153	1000	10.0		43,719					27.8	9.3	24.3	17.7	36.3		7.9	14.3	3.7	15.4
Phelps		25.1 15.3	.0146		7.3		32,210 25,230					38.3		24.1	21.1	28.8		8.1	13.1	1.9	10.5
										0,000		-		-	-	-		1		1	
Pike		17.0	.0008		6.0		25,433				4,237	34.6		25.2		29.1		7.2	13.8	3.9	17.
Polk		20.9	.0122		6.7 5.2	1	30,777	1	7.7.			30.7	9.9	21.9	15.4	32.4		10.0	17.3 8.1	5.0	20.
												41.0		20.1	20.0			0.0			
Pulaski		37.0	.0215	1	7713		39,638	1				42.6	18.9	27.0	25.9	26.1	39.5	3.9	9.4	1.4	8.3
Putnam		8.1	.0047	2.7	2.9		9,748				3,252	44.1	20.1	27.3	27.1	23.4		4.1	10.0	1.1	4.1
Ralis		7.9	.0048	2.3	2.7	.1	10,712	.0036	1,356	4,657	3,915	32.9	12.0	26.3	20.7	30.3	39.2	7.3	14.4	3.2	13.
Randelph		23.0	.0134				37,900					29.1	9.6	23.3		34.5		9.0	16.1	4.1	
Moberly		14.5	7350	1	5.8		25,925	1				25.3	7.9	22.2	14.9	37.7		10.3	17.3	4.5	18.
Ray		15.8	.0090		1.8		22,151 4,538	1		4,102 3,239		34.9 55.1	13.3	26.4		30.1 17.0	40.9	6.0 2.1	12.3	2.6	11.
Ripley		9.9	.0058	3.0	3.1		9,474	.0032	957	3,158	2,978	81.4	28.0	25.7	28.3	19.3	34.7	2.9	7.8	.7	3.
St. Charles	124	38.0					57,251	1	1		1	21.6	6.7	20.6		42.8		11.2	18.5	3.8	
St. Charles		23.0			7.8		37,765		1,642			18.7	8.5	18.9	12.0	45.6		12.5	19.6	4.3	
St. Clair		9.0	.0052	3.0	3.0		9,861	.0033	1,096	3,287	3,243	48.6	22.7	26.3	28.7	20.3	33.7	3.0	7.6	1.8	9.
St. Francois		37.9	.0220	11.2	11.2	14.6	51,312	.0172	1.354	4,581	4,553	25.7	2.6	21.2	15.9	40.9	42.4	0.4	16.9	2.8	10.

SM Standard (A) and Potential (\(\triangle\)) Metropolitan County Areas.

Before using these figures read foreword, page 13.

© SM, 1958.

² Joplin is in Jasper and Newton counties. 3 Hannibal is in Marion and Ralis counties. 4 Sikeston is in New Madrid and Scott counties.

# 841554 NBC Rasic Affiliate

TOP TELEVISION BUY...

Now better than ever . . .

KSD-TV adds 7000 square miles to its present service area with its new 1152 foot (1649 feet above see level) tower and transmitter.

St. Louis' FIRST* Television Station has already proved itself FIRST** audience-wise; and FIRST* choice in St. Louis among most National Advertisers, now adds a PLUS that puts it far out front as St. Louis' Top Television Value.

*On the air Feb. 8, 1947 **ARB Reports, Nov. 57-Jan. 58 Rorabaugh Reports, 1957.

ST. LOUIS POST-DISPATCH TELEVISION STATION

REPRESENTED NATIONALLY BY NBC SPOT SALES

POPULATION ESTIMATES, 1/1/88 EFFECTIVE
BUYING INCOME - 570 ESTIMATES, 1987 The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT. MISSOURI Income Breakdown of Households COUNTIES of U.S.A. of U.S.A. Total Per Haid. Per C. S. U. \$2,500-3,989 \$4,000-6,989 \$7,000-9,999 \$10,000&over \$0-2,499 Halds. Inc. Halds. Inc. Halds. Inc. 58t. Louis . . . . . . 124 1,470.0 .8547 454.0 529.3 1.353.9 2.989.384 1.0023 2.034 6.585 5.647 14.4 3.6 17.2 9.2 44.1 38.6 15.8 20.9 8.5 27.7 ASt. Louis ..... 870.0 270.3 330.2 1,741,340 .5838 2,002 6,442 5,273 45.5 41.8 7.0 14.2 3.7 18.2 10.2 15.1 21.0 23.3 Clayton.... 18.9 .0110 7.5 .0252 3,973 13,175 9.3 7.0 27.0 11.8 8.7 75,098 9,963 1.9 19.6 13.0 Maplewood... 13.0 0081 4.4 4.0 28.573 .0096 2,056 6,494 5,828 11.3 2.8 14.2 7.6 48.7 42.4 18.6 24.4 7.2 22.8 University City. .0326 .0465 2.473 8.208 56.1 16.9 18.4 138,709 7.528 11.9 2.3 12.5 5.2 39.1 26.5 19.8 20.2 16.7 45.8 Webster Groves. . .0169 9.5 72,260 2,492 8,706 7,831 11.3 3.0 10.4 20.8 20.4 4.2 39.4 25.6 18.2 47.8 Kirkwood..... 28.9 0168 9.2 64,714 .0217 2,239 7,797 6,961 10.5 2.1 12.8 5.7 42.0 30.2 20.9 22.8 Overland..... 19.6 .0114 5.5 5.8 34,639 .0116 1,767 6,298 5,924 12.6 3.1 14.4 7.8 49.0 43.1 16.7 22.2 7.3 23.8 4.6 .0103 1,855 6,803 16.5 4.5 30,614 6.598 10.4 2.3 12.7 6.3 46.9 87.7 Ferguson..... .0096 20.6 25.0 9.4 28.7 1,868 6,830 20.5 .0110 38,300 .0129 6,290 10.0 2.3 12.7 6.4 49.0 40.5 19.9 24.9 Richmond Heights. 17.0 .0099 4.9 5.9 41.923 .0140 2,466 8,556 7,038 10.0 1.9 10.2 4.8 41.8 28.3 21.9 22.4 Wellston..... .0072 1.782 5.781 12.0 .0060 3.7 4.1 21.388 5.117 13.4 3.7 19.3 11.8 49.3 48.8 13.5 20.2 4.5 15.5 4.2 33,6 40,7 3.6 14.9 Ste. Genevieve .... 11.7 .0068 3.1 3.3 14.345 .0048 1.226 4.627 4.340 29.3 10.0 24.7 18.3 8.8 16.1 26.0 .0151 8.7 13.3 36,389 .0122 1,400 4,549 4,144 31.2 11.0 24.8 19.2 33.2 41.7 7.8 14.1 4,256 24.9 8.0 23.4 16.4 38.8 44.3 8.8 15.1

.0060 1,705 5,426

10.5 5 St. Louis county combined with Independent city of St. Louis, SM Standard (Δ) and Potential (Δ) Metropolitan County Areas.

Marshall......

Before using these figures read foreword, page 13.

4.1 16.2

# delivers top audiences with . . .

.0062

3.3

4.2

- 1. St. Louis' largest news staff-a round-the-clock staff of nine experienced news men equipped with the best and largest available selection of news-gathering facilities.
- 2. NBC's famous "News On the Hour."
- 3. NBC's outstanding roster of variety programs
- 4. KSD-RADIO's own roster of popular LOCAL programs
- KSD's live audience-most merchandisable program-Russ David's "Playhouse Party."
- 6. The largest consistent service area 72 counties with KSD's 550 spot on the dial.

LOUIS POST-DISPATCH RADIO STATION



17,907

REPRESENTED NATIONALLY BY NBC SPOT SALES

ST.LOUIS' NUMBER ONE NEWS

550 SPOT on t

# 1,556,964 PEOPLE . . .

LIVE IN THE ST. LOUIS CITY ZONE



THE NATION'S 7TH LARGEST CONCENTRATION OF POPULATION

where the Post-Dispatch is the choice of advertisers almost 2 to 1!

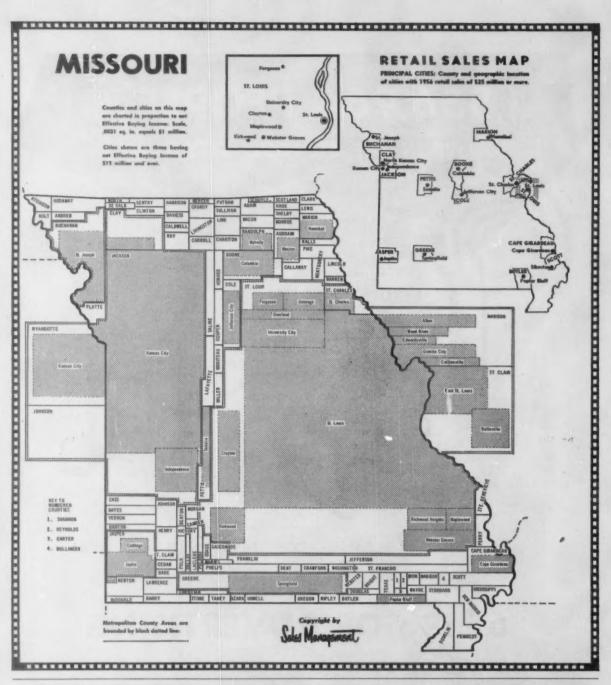
# 65.1% OF ADVERTISING

65.1% of total full-run advertising in St. Louis newspapers appeared in the Post-Dispatch during 1957. The Post-Dispatch is first choice of readers . . . 80.6% Sunday Post-Dispatch Home Readership; 75.1% Daily Home Readership, City and County combined . . . first choice of advertisers, leading in 29 of 30 retail classifications of advertising.

*Not including advertising in Parade, This Week, American Weekly or Part-run.

### ST. LOUIS POST-DISPATCH

First in Advertising for 57 Consecutive Years



		0	M E	PULAT	ION ES, 1/1/	58	EFI	FECTIVI	COME	_ 6	M E	TAMIT	ES, 1	167	The	e "SM" e estima	aymb	ols ma SALES	rk orig	inal, e: AGEMI	xelu- ENT.
COUNTIES	Me- tro- peli-			House-	Con-	Urban					Income			inc	ome D	reakdev	n of H	ouseho	lds		
(continued)	tan Area	Total (thou- sunds)	of U.S.A.	heids (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Held.	Per C. S. U.	80-2, % Halds.	/490 % Inc.	\$2,500 Helde.	3,989 % Inc.	84,000 % Haida,	4,000 % Inc.	87,000 % Helds.	-9,988 % Inc.	\$10,000 Haids	%
Schuylar		4.4	.0028	1.8	1.6		5,290	.0018	1,202	3,827	3,391	42.1	18.7	29.0	28.0	23.3	38.7	4.1	9.7	1.5	0.9
Scotland		7.0	.0040	2.4	2.4		8,400	.0028	1,208	3,500	3,388	42.8	19.1	26.8	25.8	28.5	40.4	3.8	9.0	1.3	8.7
Scott		31.0	.0191	8.9	8.9	17.0	36,721	.0123	1,185	4,126	4,096	33.1	12.2	25.8	20.6	31.8	41.8	6.9	13.8	2.7	11.6
4Sikeston		14.0	.0081	4.3	4.4		18,601	.0062	1,320	4,326	4,198	31.3	11.3	25.1	19.6	33.3	43.4	7.3	14.0	3.0	12.8
Shannon		6.4	.0037	1.7	2.0		5,450	.0018	852	3,206	2,862	57.5	32.5	25.4	31.1	15.7	31.5	1.2	3.8	.2	1.1
Shelby		8.9	.0082	3.2	3.2		11,208	.0038	1,200	3,531	3,482	41.4	18.0	28.6	25.1	25.4	39.3	8.3	12.3	1.3	5.3
Steddard		30.5	.0177	8.3	8.6	4.2	28,858	.0097	948	3,477	3,327	44.9	20.3	27.5	27.0	22.5	38.1	3.4	8.3	1.7	8.3
Stene		9.0	.0052	2.8	2.7		8,191	.0027	910	3,150	2,973	51.3	26.0	25.9	28.5	19.4	35.0	2.7	7.4	.7	3.1
Sullivan		10.0	.0058	3.3	3.6		11,972	.0040	1,197	3,628	3,314	44.4	19.9	26.9	26.3	23.5	37.5	3.6	8.6	1.6	7.7

4 Sikeston is in New Madrid and Scott counties.

O SM, 1958.

Before using these figures read foreword, page 13.



Check These Important Points. They're Vital to Selling in Missouri and Kansas!

- Faster Farm News Coverage—Printed each Tuesday on high-speed, newspaper-type presses and delivered to subscribers the following day. Consistently scoops other farm publications as much as 2 weeks on news and stories vital to profitable farming.
- More Service Editorial Content—In a recent, typical month, devoted 2½ times as much space to news and stories directly related to farm operation and farm living as second Missouri farm paper.
- Classified Advertising Leadership—Year after year, publishes more classified ads—the farmer's own advertising—than second Missouri and Kansas farm papers COMBINED. What farmers think of ad medium's worth is true gauge of its influence.
- No Premiums—Unlike other farm papers, Weekly Star Farmer offers no premiums. Nearly 400,000 farm families subscribe to Weekly Star Farmer for editorial merit alone. They read it . . . like it . . . make it most powerful single selling force in rural Missouri and Kansas.

EYE-OPENER! "The Case for INTERURBIA in Missouri and

for INTERURBIA in Missouri and Kansas," a marketer's exposure guide to family coverage and retail sales performance. Write for it today or ask your Weekly Star Farmer rep for a copy.

PUBLISHED IN KANSAS CITY, MO.
KANSAS CITY CHICAGO NEW YORK

KANSAS CITY 1729 Grand Ave.

202 S, State St. WEbster 9-0532

21 E. 40th St. Murray Hill 3-6161

America's Largest Weekly Farm Publication

SAN FRANCISCO 625 Morket St. GArfield 1-2003

Miccone				PULATI		56		EFF	ECTIV	E ICOME	- 0	CM)	ESTIM/	TE8, 1	957	The	"SM" :	symbols as by SA	s mar	k origin	al, ex GEME	NT.
COUNTIES	Me- tro- poll-			House-	Con-	Urban		1				Income	I		in	corne fi	residawa	of Hnu	embah	ds		
CITIES (continued)	ton Area	Total (thou- sands)	0f U.S.A.	holda (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Dolla (000	AFS	% of U.S.A.	Per Capita	Par Hold.	Per C. S. U	. 10-	2,499 % i. Inc.	%	0-3,990 % . inc.	\$4,000-8 Halds. 1	%	17,000-	675	10,000 % Halds.	0%
Taney		10.0	.0059	2.9	3.2			,473	.0036	943	37	3,225			25.8 27.0			16.0	3.4	8.3 7.1	1.7	8.2
Nevada		21.8 8.5	.0127	2.9	7.6 3.7	8.6		,019	.0094	1,298	4,279 5,179	3,688 4,008			23.7 21.6		28.4 3 34.4 4	11.9		16.6	2.5	10.0
Warren Washington Wayne		7.5 13.9 9.5	.0081	2.3 3.8 2.4	2.3 3.8 2.7		12	,957 ,102 ,501	.0030 .0041 .0029	871		3,787 3,131 3,048	46.3	22.4	26.6 28.4 26.9			11.0 17.4 30.1	8.1 2.8 2.0	7.3 7.8	1.0	7.8 3.6 2.1
Webster Werth	-	14.3 4.7 13.5	.0083 .0028 .0078	4.3 1.5 4.2	4.4 1.5 4.2	2.7	5	,949 ,559 ,025	.0046	1,183		3,156 3,596 3,041	39.0	16.3	28.4 28.8 25.3	28.2		34.9 18.6 32.5	3.0 4.3 2.9	7.7 9.8 7.7	1.2 2.0 1.3	5.4 9.1 6.8
Total Above Cities.,	-	2,239.1	1.3018	708.0	856.2		4,503	3,185	1.5099	2,011	6,360	5,260	16.9	4.4	18.6	10.5	43.1 4	10.0	14.1	19.8	7.3	25.3
State Total		4,290.9	2.4948	1,344.8	,511.7	2,763.1	7,267	7,137	2,4386	1,694	5,405	4,807	7 25.6		-	13.7	37.2 3	39.6	11.0	17.8	5.6	21.4
			MATES,	1/1/88		SH	E. B. I ESTIM		, 1957				S	D PC	PULA	TES, 1/	1/58	0	AD !	E. B. I. ESTIM	ATES,	1957
	Total (thou- sands)	of (th	use- old Spe ou- old in tho (tho	nd- Po g (the	W. DU-	Net Dollars (8000)	of U.S.A.	Per Cap- ita	H'so-		METRO	0	Total thou- ands)	of of	House- hold (thou- sands)	Spond ing Units (thous.	(thou- sands)	Do	Vet illars 900)	% U.S.A	Per Cap- ita	
△ Joplin	112.0 ,009.2 102.5	.5889 3	31.0 27	1.9 8	89.2 84.1 2	161,064 ,048,915 178,066	.6870	2,03	8 4,290 9 6,196 7 5,495		uis,		965.1 120.4		605.1 39.9	693.				1.2926		
		1			1					Total	Above	Areas 3.	309.2	.9241 1	,045.9	1,185.	2,827.	7 6,43	36,802	2.1581	1,948	6,15
	Me-			-	TAIL	SAL	E8-	SH	DES	TIM	-	, 195	7									
COUNTIES	tro- poli- tan Area	Total Fietail Sales (\$000)	of U.S.A	Per Hald, Retail Sales	Buyi Pow Inde	er Q	aality	of Si Produ	iles	Food (8000)	Drir Ptac (\$00	ek. G	eneral Vidse. (\$000)	Appar (8000	H	urn ouse- lppl. 1000)	Auto- motive (\$000)	Ga Stati (800	ions	Bidg. Hdwre (8000)		Orugs ) 8000)
Adair		20,5 17.8		1	.000	4	82	11	87	4,76		,016 894	2,294 1,815	1,1		1,418	4,244 3,90		798	2,4	2/2	58 55
AndrewAtchisen		8,1	.004	0 2,263	.00	10	78 93		13	1,72	8	817 300	642 299	1	180	207 320	1,513 2,643	3 1	,146	1,2	21	12
Audrain	-	33,0			.011		100	11	10	6,960		,184 763	3,137 2,180		983 958	2,041	7,838		,749	3,6		96 75
Barry		20,0	95 .010	0 3,090	.001	13	74 81	1	10	4,031	В	740 342	1,105 551	1,0		844 414	4,340	0 1	,821 821	1,5	80	30
Bates		15,9					86 72		33	3,524		670 459	2,114 913		95	312 353	3,382		639	1,6		35 21
Dellinger		5,6	82 .002	8 2,17	.003	32	50		52	1,05		99	1,385		71	623	900	9	384	6	93	2
Columbia		49,0			.021		94		81	9,24		,451 ,787	4,018	3,1		2,538	9,517 8,378		,700	4,3		1,81
fluchanan	. 123	116,0	20 .058	0 3,58			99		07	26,42		,678	14,322	7,8	194	8,532	23,124	4 7	,201	6,2	80	5,58
ASt. Joseph Butter Poplar Bluff		101,3 33,4 28,3	20 .016	7 3,09	.010	50	103 72 95	7	03 76 35	7,046 6,018	0 1	,089 , <b>960</b> ,434	14,274 3,819 2,472		523 162	8,100 1,568 1,566	22,748 7,829 7,774	9 3	,645 ,418	5,9 3,1 2,8	38	5,48 80 73
Caldwell		9,3 17,4					83 75		37	1,73		539 ,158	617 2,233		89 147	101	2,280		856	1,3		11 53
Fulton		11,6 7,4	24 .005	8	.000	56	88 74		91	2,71 1,94	1	576 878	1,041 563		147	636 242	2,611	1	842	9	72	43
Cape Girardeau		54,6	95 .027	4 4,71	.02	21	99		22	11,27	0 1	,911	6,796	3,4	184	4,188	10,780	8 5	, 139	4.9	00	1,61
Cape Girardeau		18,1			.018		109		13	8,019		,422 842	4,852 676	3,0	540	3,551	9,138		,286	3,1		1,46
Carter	-	2,2	.001	1 1,00	.00	15	60	- 4	64	413	1	204	511		33	78	184	4	575	1	91	5
Cass		9.6	.004	8 2,91	.00	13	75	1	100	1,88	3	419	450 548	2	241	827 387	1,950	6	799		29	1,02
Chariton		12,2					91		78	2,480		433	1,104		117	451	2,010		,347	1,3		27
Clark		7,4 7,1 132,5	45 .003	8 2,64	.003	37	65 76 118	1	54 73 15	1,33: 19,68:	2	379 303 ,160	1,141 584 43,196	3,6	44 47 105	103 207 3,014	1,380 1,100 22,285	6 1	,485 ,070	1,1:		200 111 5,70

.0231 4,138

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102 94

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133

97

534 1,493 1,493 10,062 SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

SM, 1956.

13,730

3,321 10,249

1,477

247

2,479

2,480

656 2,896

2,896

625

4.832

4,389

1,730

527

2,421

2,082

4,032 10,257

9,959

1,2▲Kaness City..

Clinton.... 

87,232

16,971 46,344 43,937

3,388

841 3,290

2,764

9,534

1,710 4,272 4,114

3,539

¹ Kansas City is in Clay and Jackson counties. 2 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 13, under heading "Mail Order."

COUNTIES CITIES (continued)	Mo-		RETAIL SALES— The "SM" symbols mark original, exclusive estimates by SALES MARAGEMENT.													
	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (3000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (3000)
Cooper		13,905	.0070	2,897	.0076	89	79	2,588	764	1,256	509	1,716	2,621	1,533	1,400	52
Crawford		9,328	.0046	3,009	.0045	78	77	2,195	830	657	100	295	2,208	786	823	32
Dade		5,940		2,200	.0034	88	80	812	208	884	185	74	619	422	999	18:
Dallas		8,331	.0042	2,975	.0038	72	79	1,264	250	833	74	639	1,832	879	790	22
Daviess	11.0	7,999	.0040	2,424	.0045	78	69	1,341	344	533	122	211	2,382	820	1,003	25
De Kalb		6,640	.0033	2,787	.0033	79	79	1,443	301	238	168	56	964	1,048	1,144	15
Dent		10,212	.0061	3,191	.0045	74	84	3,091	261	1,213	480	552	1,354	891	1,103	21
Douglas		6,107	.0030	2,181	.0035	63	54	874	163	1,013	241		1,162	799	288	26
Dunklin	1715	41,736		3,760	.0175	75	90	8,182	1,540	2,199	2,703	1,331	9,826	5,676	5,950	1,04
Kennett		18,171	.0091	0.700	.0058	107	169	3,089	584 3,173	652 3,679	2,107 1,482	408 2,069	7,025 8,938		1,904 3,357	1,25
Franklin		42,701	.0213	3,508	.0201	80	-	10,001	0,170	3,019	1,404	2,000	0,000	0,000	0,00	1,00
Gasconade		13,141	.0066	3,285	.0061	82	89	2,782	791	1,388	248	807	1,380		3,343	511
Gentry	440	9,558		2,987	.0049	86	102	1,949	267 8,406	445 19,003	237 8,519	9,003	2,659	803 12,167	1,425	6,02
Greene	143	142,865 128,680		3,561	.0678	105	115	28,089	6,688	16,945		8,938	28,336		10,690	5,88
27.00															4	400
Grundy		15,052		3,671	.0065	93 124	100	2,680	776 614	1,484	426 426	<b>520</b> 493	2,941	1,337	1,706	46i 37i
Trenton		13,044 15,874	.0065	3,780	.0042	88	105	2,340	704	1,039	143	561	1,913		2,948	32
Henry		21,877	.0100	3,386	.0007	88	99	4,981	1,221	1,602		573	5,852	1	2,832	92
Clinton		14,711	.0073		.0045	129	209	2,952	702	1,032	599	509	4,901	603	2,013	510
Hickory		2,430	.0012	1,524	.0018	57	43	435	134	511		54	32	525	196	81
Holt		9,325	.0047	3,587	.0045	92	96	1,414	350	183		232	2,443		1,339	311
Howard		8,537	.0043	2,439	.0054	83	86	2,103	413	286	340	277	1,493	1,151	1,284	517
Hawell		23,515	.0117	4,190	.0039	82	108	4,127	897	4,174	1,036	922	5,896	1,947	873	671
Iron		4,585		2,283	.0027	61	52	1,176	217	810		65	1,092		231	190
Jackson	72	979,278	4	4,819	.4369	125	140	167,117	65,116	243,837	86,362	48,632	181,280	1	58,154	50,700 45,230
1,2▲Kaness City Independence		869,143 59,250			.3761	130	150	137,493 15,386	61,234 2,258	235,247 6,624	64,197 1,631	41,906 3,316	157,843 16,235		48,398	3,47
amapamaemee		00,000														
Jasper		105,717		3,722		97	110 143	23,637	6,155 4,586	13,539 10,556	4,520	4,215	24,243		8,997 3,362	2,88
3△Joplin Carthage		70,138 17,743			.0276	112	119	14,777 4,130	678	1,759	3,311 632	2,941 592	17,898 4,677	4,857 2,006	1,283	65
Jefferson		40,567		2,193	.0288	80	56	11,904	3,311	3,041	1,176	1,617	8,407		3,795	94
Johnson		21,345	.0106	2,482	.0127	82	68	4,994	1,484	996	807	981	3,306	2,923	2,698	88
Knex		6,905	.0035	2,656	.0037	84	80	1,342	209	248	109	297	1,133	684	1,798	18
Laciede		24,494		4,152		84	108	3,794	917	2,635		775	8,192			62
Lebanon	- 1	21,643			.0068	117	186	3,259	663 1,362	2,346	- 4	775	7,319		1,293 2,047	1,00
Lafayette		23,963	.0120	2,995	.0127	88	0.0	4,695	1,002	1,578	1,014	1,317	4,987	2,603	2,041	1,00
Lawrence		17,465		2,426	.0097	76	88	2,944	746	1,123		1,141	3,503		2,237	62
Lincoln		9,928	12.2.2.2.2		.0052	85	82	1,497 2,338	516 684	592 1,879		280 339	2,942 4,718			13 20
Lincoln		15,554	.0078	2,778	.0078	04	-	2,000		1,070	-100	330	4,710	1	2,400	-
Linn		18,718		10000	.0094	90	89	4,435	845			501	4,558			71
Livingston		21,890		4,211	.8891	120	117	4,011 3,443	1,038 935			962 962	3,817			78 75
Chillicothe McDonald		18,418		3,210	.0066	73	81	1,819	502	1,779 2,386		902	3,617 2,495			23
		1000														
Macon		16,594				78	71 78	2,963			1		3,879			55 24
Madison	2	9,046			.0045	78	51	536		568			1,714			10
							1 37									
Marion		34,508				96	101	8,425			1		7,100			
M4Hannibal	70.1	26,481 5,388			.0123	101	108	7,074		1,995		1,763	6,405			1,01
Miller		12,943				73	78	2,763					3,399			
					0000	-	-	4 004	804	1.000		000			0.00	
Miselsa/ppi		16,486 9,610				71 78	81	4,204 1,890					3,246 2,533			49 16
onroe		11,280				89	102	2,246				10000	2,504		8	
	100	6	1			-		4								
Montgomery Morgan		9,357				86 75	98 89	1,946		1			1,718			43 13
New Madrid		21,388				82	52	4,871			1					5.0
<b>ASikeston</b>		1														
Newton	219	30,364	.0151	3,337	.0140	81	88	4,678	1,076	1,322	988	715	10,322	4,045	2,220	66
3△Joplin	-10	30,304	.0101	0,001	.5140	01	-	4,070	1,070	1,044	-30	140	10,021	4,040	2,220	-
Neosho		17,913			.0051	138	241	2,684								
Nodaway		21,173			.0121	125	76 159	3,837 2,501	713		1	671 484	4,303			1
Maryville		14,065 7,830		2,700		68	66	2,074					3,838			

^{1.} Kansas City is in Clay and Jackson counties.
2 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 13, under heading "Mail Order."
3 Joplin is in Jasper and Newton counties.

4 Mannibal is in Marion and Ralis counties.
5 Sikeston is in New Madrid and Scott counties.
(Δ) and Potential (Δ) Metropolitan County Areas.
Before using these figures read foreword, page 1.
© SM, 1958.

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### formula for growth ... in St. Louis

From the youngest on up, KTVI -Channel 2 - ABC - St. Louis is the first choice of St. Louis families.

Make KTVI your choice in St. Louis. Represented nationally



MISSOURI COUNTIES CITIES (continued)	Me- tro- poli- tan Area		RETAIL SALES— ESTIMATES, 1957 The "SM" symbols mark original, exclusional states of the stimates by SALES MANAGEMENT													
		Total Petail Sales (8000)	U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Asparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Osage		7,382	.0037	2,546	.0043	67	58	1,104	430	798	***	232	2,133	507	518	67
Ozark		3,833	.0019	1,825	.0026	57	41	571	140	1,014	111	401	511	345	123	121
Pemiscot		27,432	.0137	2,385	.0162	65	55	- 6,638	1,244	3,338	1,147	1,515	5,403	3,156	2,941	702
Perry		12,548	.0063	3,691	.0058	81	88	1,865	963	2,538	78	623	1,421	1,780	1,758	273
Pettis		40,716	.0203	3,231	.0197	92	95	8.474	2.527	3,856	2,325	2,197	9,905	3,013	3,506	1,195
Sedalia		36,840			.0159	104	120	7,399	2,159	3,771	2,325	2,187	9,741	1,888	3,124	1,117
Phelps		26,356		3,582	.0123	84	90	6,207	1,980	1,422	1,005	1,000	6,322	2,087	1,956	776
Rolla		19,419		0,000	.0091	102	109	4,410	1,270	1,039	767	827	5,654	994	1,349	572
Pike		18,749	.0004	3,178	.0091	93	96	3,378	920	1,149	341	541	2,700	3,336	2,787	563
Platts		20,654	.0103	3,278	.0106	87	84	4,231	867	338	63	97	1.057	8,220	3,442	108
Pulk	10.19	13,306	.0087	2,791	.0006	77	78	1,732	336	837	400	882	2,880	1,020	931	270
Pulaski		15,671	.0078	1,399	.0133	62	38	3,470	1,808	1,207	708	886	2,161	2,002	978	855
Putnam		5,840	.0029	2,163	.0034	72	62	1,038	189	700	207	114	1,500	367	863	234
Ralla		5,804	.0028	2,437	.0036	78	81	1,444	314	367		142	789	436	1,157	210
					2424						4 400					
Randolph		27,112	.0136	3,389	.0131	96	101	5,300	1,815	2,893	1,128	1,589	5,986	2,220	3,024	750
Moberly		22,623	.0113		.0094	112	135	4,477	1,180	2,688	1,128	1,507	5,744	1,110	2,120	641
Play		13,348	.0066	2,471	.0075	83	73	2,831	378	909	423	747	2,882	1,036	2,017	610
Raynolds	-	3,158	.0016	2,258	.0019	50	58	563	82	.684	21	***	1,049	251	102	22
Ripley		6,536	.0033	2,179	.0037	84	57	2,187	181	430	277	287	962	289	390	284
St. Charles	124	43,799	.0218	4,018	.0208	93	99	9,097	3,225	3,236	1,836	1,780	9,878	3,785	5,764	1,125
St. Charles		28,618	.0143		.0133	99	107	7,100	1,770	1,503	1,741	1,243	6,576	1,863	3,833	1,014
St. Clair		5,578	.0028	1,858	.0035	67	84	786	365	359	100	79	1,738	330	790	179
St. Franceis		34,662	.0173	3,095	.0182	83	79	11,490	1,512	2,686	1,355	1,406	7,308	2,865	3,081	978
68t. Louis	124	1,843,284	.9200	4,080	.9484	111	108	480,805	143,817	314,470	86,718	100,753	341,582	129,023	87,135	67,861
▲St. Louis		1,239,895	.6194		.5789	114	122	250,855	109,697	253,944	76,296	82,298	229,395	68,182	47,576	42,285
Clayton		111,304	.0586		.0315	286	505	24,700	5,355	34,097	9,280	3,032	22,136	2,459	2,308	3,311
Maplewood		48,843	.0244	- 1	.0137	169	301	8,085	1,301	4,053	3,340	1,777	23,311	1,130	2,232	2,628
University City		37,556	.0188		.0354	109	58	15,580	2,085	4,753	750	1,770	8,708	2,748	875	2,879
Webster Groves		32,315	.0161	1	.0203	120	95	12,410	831	1,911	817	653	5,783	2,544	4,961	1,605
Kirkwood		41,077	.0305	- 1	.0304	121	122	11,216	1,854	3,224	894	897	14,086	3,907	2,187	1,970
Overland		20,302	.0101		.0111	97	89	7,899	1,201	1,098	1,991	786	1,058	2,221	2,371	864
Forguson		31,034	.0155		.0117	122	101	14,585	787	2,618	893	1,232	5,231	1,726	1,081	1,227
Jennings		17,748	.0089		.0115	97	78	7,157	627	861	523	746	3,319	2,046	1,022	564
Richmond Heights.		11,720	.0059		.0108	100	60	4,145	1,103	245	27	894	1,977	/ 2,185	325	468
Wellston		23,479	.0112	1	.0083	120	162	6,000	687	247	1,775	640	9,981	812	1,326	124
Ste. Genevieve		9,274	.0046	2,992	.0061	78	88	2,088	1,130	986	180	240	1,867	797	1,824	75
Saline		28,797	.0134	3,350	.0132	87	30	4,844	1,881	2,002	949	1,221	5,878	1,987	3,376	775
Marshall		16,244	.0081		.0067	108	131	3,001	735	1,157	779	751	3,549	708	2,692	511
Schuyler		7,779	.0039	5,186	.0026	100	150	1,803	172	184	45		2,282	854	506	339
Scotland		6,692	.0033	2,788	.0031	78	83	1,280	199	587	130	558	1,550	784	782	289
Scott		35,940	.0180	4,038	.0152	84	99	8,389	1,512	2,125	1,768	1,608	8,548	4,845	8,778	802
58ikeston		26,540	.0133		.0087	107	164	5,042	745	1,168	1,718	1,290	6,339	3,502	4,586	491

⁴ Hannibal is in Marion and Rails counties.
5 Siteston is in New Madrid and Scott counties.
6 St. Louis county combined with independent city of St. Louis.

## 1957 Retail Sales Estimates* For the St. Louis Market

#### **TOTAL RETAIL SALES**

ST. LOUIS 91-COUNTY MARKET ST. LOUIS METROPOLITAN AREA

\$3,984,440,000 \$2,371,018,000

#### **FOOD**

6

ST. LOUIS 91-COUNTY MARKET ST. LOUIS METROPOLITAN AREA

\$954,909,000

\$593,231,000

#### AUTOMOTIVE AND GAS STATION

ST. LOUIS 91-COUNTY MARKET

ST. LOUIS METROPOLITAN AREA

\$1,144,079,000

\$625,072,000

#### IN ST. LOUIS

## FIRST

IN 1957

1st in Circulation gains



1st in Advertising gains



1st in Editorial leadership



ABC 3rd quarter statements show the Globe as 1st in Daily Circulation gains in St. Louis and 2nd in the top 30 cities of the country.

Media Records 12-month figures show an advertising linage gain of over 2 million lines for 1957, the only gain in St. Louis and the largest in the nation's top 30 cities.

Editorially, the Globe was working for St. Louis 365 days of the year. Putting idle state funds to work, helping unsnarl traffic tangles and hazards, and paving the way for new industry and business to enter St. Louis... these were just a few of the accomplishments of 1957.

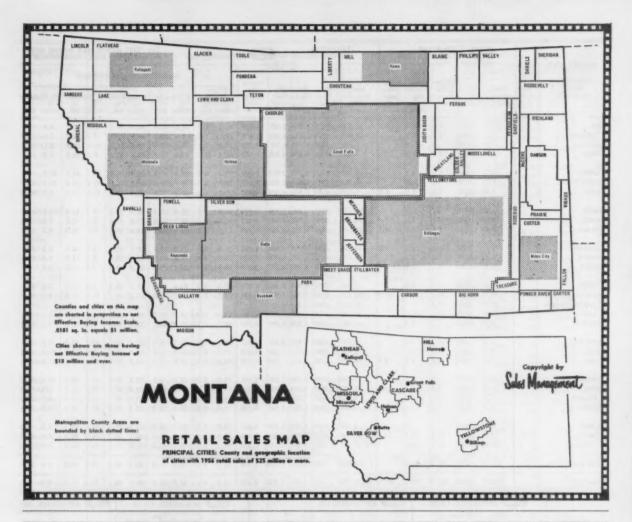
For Complete Market Information see your Moloney, Regan & Schmitt Man or the



Source: Advance data —
 1958 Sales Management
 Survey of Buying Power

	Me-				TAIL	SALE	s- 0	M ES	TIMA		957		T) siv	he "SM" e estimate	symb	SALES	MANA	GEM	ENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Fotal Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buyin Power Index	r Qui	allty of 5	dex Sales luction	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$300)	Sta	Gas etions (000)	Bidg. Hdwrd (\$000	B.	Drugs (\$000)
Shannon		3,0			.0021		57	40	904	118	576	14.6	38			272		164	70
ShelbyStoddard		9,9			.0044		85 88	96	1,938 5,052	337 904	551 1,859	510 733	368 1,324			1,352	1,6		220
Stone		4,4					58	42	781	120		70				222		246	61
Sullivan		7,5					74	86	1,378	221	853	122			8	1,075	5	167	287
Taney		8,8	57 .004	4 9,05	.0043		73	78	1,598	865	1,344	361	170			937	1,0		306
Texas		13,0					86	62	3,145	478		247	310			1,092	1,1		349 562
Vernen Nevada		18,2			.0100		79 18	72 155	4,206 3,335	964 822	1,726	572 572	1			1,916	2,1		523
Warren		7.7	73 .003	9 3,380	.0038		81	91	1,642	638	738	72	136	1,33	8	555	1,1	189	152
Washington		9,9	29 .005	0 2,613	10050	2 1	64	62	2,554	452		157	1	1	-	1,211	2,0		131
Wayne,		4,7	23 .002	3 1,98	.0021	1	58	42	1,102	309	691	124	147	1,26	7	882		270	91
Webster		9,4					85	58	1,540	313		548	1			874		380	24
Worth		12,3					79 73	75 81	553 1,886	75 353		295				419 858		164	27
				-	-	-		-						-	-	-		_	
Total Above Cities		3,463,8	47 1.730	0	1.5344	1	18	133	698,743	234,630		215,328			-	81,633	200,8	-	140,47
State Total		5,032,4	62 2.514	1 3,743	2.4715	1	99 1	101 1.	075,898	327,436	797,550	250,096	245,486	979,01	2 3	97,094	390,5	953	187,27
METRO, AREAS				RE	TAIL	SALE	8- U	ES	TIMA	TES, 1	957								
△Joplin	219	136,0						104	28,315	7,231						14,284		217	3,54
Kansas City St. Joseph	72 123	1,400,	1000				14	119	271,964	86,520						82,550 7,201	98,	260	69,98
St. Louis	124	2,371,				- 1		104	593,231	193,833		100000000000000000000000000000000000000				74,016			82,57
Springfield	143	142,	.071			8	97	102	29,377	8,406	19,093	8,511	9,003	29,66	99	12,167	11,	281	6,02
Total Above Areas		4.166.	310 2.081	3,98	3 2.088	5 1	09	108	949,312	304,668	711,540	228,62	212,168	812,14	19 2	90,218	251.	573	167,71
MONTAL	N A	_	(Other Idaho, N	Mountain evada, N	States: ew Mexi	co, Uta	na, Colora h, Wyomin	do, g.)											
		3		NUME	ER OF	OUTLE	TS					3		NUM	BER	OF OU	TLETS	3	
0		(thous.)	10		1=1		1 1_	T				(thous.)	99	L	.1 =	5 -		1	-1-
0.11		Pop. (	Total Outlets Food	Eat. & Drink. Gen'l.	Mdse.	F-H-A Auto.	Gas Sta. L-8-H	Orugs		011	Country	Pop.	Total Outlets Food	Eat. & Drink.	ldse	F-H-A	Auto.	Sta.	Drugs
City Cour	-			-		4	200 7	0		City	County	0	1-0 F	MO 0	2	C 16	« (	200	7 0
AnacondaDeer La BillingsYellows		17.0																	
	stone		168 48		4 8	9 1			Hel	ena	Lewis and Clark		267	46 55	14	25 16	24	30	15 1
BozemanGallatir	n	41.2 12.5	498 64 182 23	91 3 29	39 44 13 17	39 2	8 63 31 9 25 19	15 6	Kal	ispell	Clark Flathead .	25.0	230	38 35	19	22 18	20	27	14
ButteSilver 8	n Bow	41.2 12.5 35.6	498 64 182 23 606 156	91 3 29 5 185	39 44 13 17 33 42	39 21 14 1 25 2	8 63 31 9 25 19 6 44 18	1 15 6 6 3 13	Kal	ispell	Clark Flathead Fergus	25.0 10.9 9.2	230 143	38 35 23 22	19	22 18 10 8	20	27 18	14 16
ButteSilver B GlasgowValley.	n Bow	41.2 12.5 35.6 4.7	498 64 182 23 606 154 87 21	91 3 29 5 185 1 18	39 44 13 17 33 42 4 8	39 21 14 1 25 21 4	8 63 31 9 25 19 6 44 18 6 6 14	1 15 6 1 13 1 3	Kal Lew Livi	spell	Clark Flathead. Fergus	25.0 10.9 9.2	230 143 158	38 35 23 22 16 42	19 9 12	22 18 10 8 13 8	20 3 12 5 5	27 18 19	14 16 12
Butte Silver B Glasgow Valley . Glendive Dawser	n Bow	41.2 12.5 35.6	498 64 182 23 606 156	91 3 29 5 185 1 18	39 44 13 17 33 42	39 21 14 1 25 21 4	8 63 31 9 25 19 6 44 18 6 6 14 8 7 13	1 15 6 6 3 13 3 3	Kal Lew Livi Mil	ispell iston	Clark Flathead Fergus	25.0 10.9 9.2 9.1	230 143 158 140	38 35 23 22 16 42 19 28	19 9 12 11	22 18 10 8	20 3 12 5 5 6 10	27 18	14 16
ButteSilver B GlasgowValley.	n Bow	41.2 12.5 35.6 4.7 8.8	498 64 182 23 606 156 87 21 88 1	91 3 29 5 105 1 18 0 19 0 100	39 44 13 17 33 42 4 8 8 7	39 21 14 25 21 4	8 63 31 9 25 19 6 44 18 6 6 14 8 7 13 8 69 38	15 6 3 13 3 3 3 11	Kal Lew Livi Mil	ispell iston	Clark Flathead Fergus Park Custer	25.0 10.9 9.2 9.1	230 143 158 140	38 35 23 22 16 42 19 28	19 9 12 11	22 18 10 8 13 8 11 6	20 3 12 5 5 6 10	27 18 19 13	14 16 12 10
ButteSilver B GlasgowValley. GlendiveDawses Great FalisCascade	n Bow	41.2 12.5 35.6 4.7 8.8 51.9 10.2	498 64 182 23 606 156 87 27 88 1 513 77 142 11	91 3 29 5 105 1 18 0 19 0 100	39 44 13 17 33 42 4 8 6 7 52 30 13 7	39 21 14 1 25 21 4 4 33 3 7 1	8 63 31 9 25 19 6 44 18 6 6 14 8 7 13 8 69 38 2 13 16	1 15 6 6 3 13 3 3 3 3 3 11 3 4	Kal Lew Livi Mil Mis	ispell	Clark Flathead Fergus Park Custer	25.0 10.9 9.2 9.1 10.8 24.8	230 143 158 140 336	38 35 23 22 16 42 19 28	19 9 12 11	22 18 10 8 13 8 11 6	20 3 12 5 5 6 10	27 18 19 13	14 16 12 10
Butte Silver B Glasgow Valley. Glendivo Dawson Great Falis Cascad Harve Hill	n Sow	41.2 12.5 35.6 4.7 8.8 51.9 10.2	498 64 182 23 606 156 87 27 88 1 513 77 142 11	91 3 29 5 105 1 15 0 19 0 100 0 32	39 44 13 17 33 42 4 8 6 7 52 30 13 7 ON Con-	39 21 14 25 26 4 4 33 3 7 11	8 63 31 9 25 19 6 44 18 6 6 14 8 7 13 8 69 38 2 13 16	1 15 6 6 3 13 3 3 3 3 3 11 3 4	Kal Lew Livi Mil Mis	ispell riston ngston es City soula	Clark Flathead Fergus Park Custer Missoula	25.0 10.9 9.2 9.1 10.8 24.8	230 143 158 140 336	38 35 23 22 16 42 19 28	19 9 12 11 35	22 18 10 8 13 8 11 6 25 26	5 20 3 12 5 5 3 10 23	27 18 19 13	14 16 12 10
ButteSilver B GlasgowValley. GlendiveDawses Great FalisCascade	Me- tro- poli- tan	41.2 12.5 35.6 4.7 8.8 51.9 10.2	498 6/ 182 23 606 15 87 27 88 1 513 77 142 11	4 91 3 29 5 185 1 18 1 18 9 19 9 32 PPULATI STIMATE	39 44 13 17 33 42 4 8 6 7 82 30 13 7 ON S, 1/1/5	39 21 14 25 21 4 4 33 3 37 11 68 Urban Pop.	8 63 31 9 25 19 6 44 18 8 6 14 8 7 13 8 69 38 2 13 16 EF BU	1 15 0 6 3 13 3 3 3 11 3 4 FECTIVING IF	Kall Lew Livi Mill Mis	spell iston ngston es City soula	Clark Flathead Fergus Park Custer Missoula.	25.0 10.9 9.2 9.1 10.8 24.8	230 143 158 140 336	38 35 23 22 16 42 19 28 49 61	19 9 12 11 35	22 18 10 8 13 8 11 6 25 20	5 20 3 12 5 5 3 10 23	27 18 19 13 43	14 16 12 10 23 1
Butte. Silver B Glasgow. Valley. Glendrive. Dawsow Great Falis. Cascad Harve. Hill.  COUNTIES	Me-tro-poli-	41.2 12.5 35.6 4.7 8.8 51.9 10.2	498 64 182 23 606 156 87 27 88 1 513 77 142 11	91 3 29 5 185 1 18 9 19 9 100 9 32 PPULATI	39 44 13 17 33 42 4 8 6 7 52 30 13 7 ON Con- sumer Spend- ing	39 21 14 25 21 4 4 33 3 7 1	8 63 31 9 25 19 6 44 18 8 6 14 8 7 13 8 69 38 2 13 16 EF BU	1 15 6 6 3 13 3 3 3 3 3 11 3 4	Kal Lew Livi Mil Mis	ispell iston ngston es City soula	Clark Fiathead Fergus Park Custer Missoula.  ESTIMA	25.0 10.9 9.2 9.1 10.8 24.8 47ES, 195	230 143 158 140 336	38 35 23 22 16 42 19 28 49 61 Breakdown	19 9 12 11 35 n of H	22 18 10 8 13 8 11 6 25 20	5 20 3 12 5 5 3 10 23	27 18 19 13 43	14 16 12 10 23 1
Butte. Silver B Glasgow. Valley. Glendive. Dawson Great Falis. Cascad Harve. Hill  COUNTIES CITIES	Me- tro- poli- tan	41.2 12.5 35.6 4.7 8.8 51.9 10.2	498 64 182 23 606 184 87 2 88 1 513 74 142 11	4 91 3 29 5 188 1 18 9 190 9 32 DPULATI STIMATE	39 44 13 17 33 42 4 8 6 7 52 30 13 7 ON Con- sumer Spend- ing Units	39 21 14 25 21 4 4 33 3 7 1: 58 Urban Pap. (thou-	8 63 31 9 25 19 6 44 18 8 6 14 8 7 13 8 69 38 2 13 16 EF BU	15 6 8 13 3 3 3 11 3 4 FFECTIVITING IF	Kall Lew Livi Mill Mis	ispell iston ngston soula  Per Hald. C.	Clark Fiathead Fergus Park Custer Missoula.  ESTIMA	25.0 10.8 9.2 9.1 10.8 24.8 24.8 24.8 24.8 3.1 24.8	230 143 158 140 336	38 35 22 22 16 42 19 28 49 61 Breakdown	19 9 12 11 35 n of H 8,999 % Inc.	22 18 10 8 13 8 11 6 25 20 10 sehe	5 20 3 12 5 5 3 10 23	27 18 19 13 43 43	14 16 12 10 23 1
Butte. Silver B Glasgow. Valley. Glasgow. Valley. Glendive. D x we see Great Falis. Cascad Harve. Hill.  COUNTIES CITIES  Beaverhead. Big Horn.	Me- tro- poli- tan	41.2 12.5 35.6 4.7 8.8 51.9 10.2 Total (thou-sands)	498 64 182 23 606 184 88 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	91 3 29 5 195 1 185 1 195 1 190 9 32 DPULATI STIMATE House-holds (thou-sands) 2.5 2.3	39 44 13 17 33 42 4 8 6 7 52 30 13 7 ON S, 1/1/5 Consumer Spending Units (thous.)	39 2 14 2 25 2 4 4 33 3 7 1 58 Urban Pap. (theu-sands)	8 63 31 9 25 16 6 44 18 6 6 6 1 13 7 13 8 69 38 2 13 16 EF BU Net Dollara (000)	15 6 6 13 13 13 13 14 FECTIVING IF U.S.A	Kall Lew Livi Mil Mis Per Capita	ispell iston ngston es City souls  Per Held. C 4,159 4 8,008 4	Clark Flathead . Fergus	25.0 10.8 9.2 9.1 10.6 24.8 24.8 3-2,489 % is. inc.	230 143 158 140 336 7 Income 7 Income 22.500 3.99 94 sids. Inc. 29.0 22.8 26.7 17.7	38 35 22 16 42 19 28 49 61 Breakdown 9 \$4,000-77 Hskis. 3 24.7 28.2	19 9 12 11 35 n of H 8,999 % Inc. 31.7 30.7	22 18 10 8 13 8 11 6 25 20 10usehe 87,006 % Haids 5.9 8.4	0-9,999 11.5 13.9	27 18 19 13 43 43 810,0 Hald	14 16 12 10 23 1 000&ove % is. Inc. 5 21.1 9 28.6
Butte Silver B Glasgow Valley. Glendive Dawses Great Falis Cascad Harve Hill.  COUNTIES CITIES  Beaverhead.	Me- tro- poli- tan	41.2 12.5 35.6 4.7 8.8 51.9 10.2 Total (thou- sands) 6. 8.	498 64 182 2: 606 151 87 2: 88 1 513 77 142 11	4 91 3 29 5 185 1 18 9 190 9 32 DPULATI TIMATE House- noids (thou- sands)	39 44 13 17 33 42 4 8 6 7 52 30 13 7  ON S, 1/1/5  Consumer Spending Units (thous.) 2.5 2.4 2.7	39 2 14 2 25 2 4 4 33 3 7 1 58 Urban Pap. (theu-sands)	8 63 31 9 25 16 6 44 16 6 6 14 8 7 13 8 7 13 8 7 13 8 2 13 16 Dollara (000)	15 6 6 13 3 3 3 3 11 3 4 FFECTIVING IF U.S.A0034 .0039 .0040	Kai Lew Livi Mis Mis Per Capita 1,825 1,309 1,463	ispell iston ngston es City souls  Per Held. C.  4,159 4 8,008 4 4,740 4	Clark	25.0 10.8 9.2 9.1 10.6 24.6 ATES, 195 4-2,499 is. Inc. 1 9 12.9 8 9.1 8 10.1	230 143 158 140 336 140 336 7 Income 25.00-3.59 % 4sids. Inc. 25.0 22.8 26.7 17.7 23.8 17.0	38 35 22 22 16 42 19 81 9 81 9 81 9 81 9 81 9 81 9 81 9	19 9 12 111 35 110 8,999 % Inc. 31.7 30.7 37.0	22 18 10 8 13 8 11 6 25 20 10usehe 87,000 % Heids 5,9 8,4 9,1	0-9,998 (Inc. 11.5 13.9 18.1	\$10,0 Hald	14 18 12 10 23 1 000&ove % is. Inc. 5 21.1 9 28.6 8 19.8
Butte Silver B Glasgow Valley, Glondive Dawsow Great Falis Cascad Harve Hill.  COUNTIES CITIES  Beaverhead Big Horn. Blaine	Me- tro- poli- tan	41.2 12.5 35.6 4.7 8.8 51.9 10.2 Total (thou-sands) 6. 8.	498 64 182 2: 606 15i 87 2: 88 1: 513 7: 142 1!  524 ES  0037 8 0037 1 0058 1 10047	4 91 3 29 5 195 5 195 1 15 0 19 0 100 0 32 DPULATI TIMATE House- noids (thou- sands)	39 44 13 17 33 42 4 8 6 7 52 30 13 7  ON S, 1/1/5  Consumer Spending Units (thous.)  2.5 2.4 2.7	39 2: 14 : 25 2: 4 : 33 3: 7 1: 58 Urban Pop. (thou-sands)	8 63 31 9 25 15 6 44 18 6 6 14 8 7 13 8 69 38 2 13 16 Dollara (000) 10,397 11,519 11,851 4,176	15 6 6 13 13 3 3 11 3 3 3 11 4 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	Kall Lew Livi Mili Mils Mils Per Capita 1,825 1,309 1,463 1,547	isself	Clark Flathead Flathead Fergus Park Custer Missoula.  ESTIMA	25.0 10.9 9.2 9.1 10.8 24.8 24.8 24.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10.8 10	230 143 158 140 336 140 336 160 160 160 170 170 170 170 170 170 170 170 170 17	38 35 22 22 16 42 19 28 49 61 Breakdown 9 34,000-Hiskls. 3 24.7 28.2 31.7 30.9	19 9 12 111 35 110 6,999 % 1nc. 31.7 30.7 37.0	22 18 10 8 13 8 11 6 25 26 10 september 18 11 6 11 6 11 6 11 6 11 6 11 6 11 6 1	0 20 12 5 10 23 10 23 10 23 10 11.5 13.9 18.1	\$10,0 Hald	14 16 12 10 23 1 10 23 1 10 23 1 10 23 1 10 23 1 10 23 1 10 23 1 10 23 1 10 23 10 10 10 10 10 10 10 10 10 10 10 10 10
Butte Silver B Glasgow Valley. Glasgow Valley. Glendrive Dawsow Great Falis Cascad Harve Hill.  COUNTIES CITIES  Beaverhead Big Hore. Big Hore. Bigne Garbon Carbon.	Me- tro- poli- tan	41.2 12.5 35.6 4.7 8.8 51.9 10.2 Total (thou- sands) 6. 8.	498 64 182 22 606 154 87 22 88 1 513 71 142 11  FE ES  U.S.A. 4 .0037 8 16652 1 18647 7 .0018 5 .0056	4 91 3 29 5 195 1 18 1 18 0 19 0 100 0 32 DPULATI STIMATE House- holds (thou- sands) 2.5 2.3 2.9	39 44 13 17 33 42 4 8 6 7 52 30 13 7 ON S, 1/1/5 Consumer Spending Units (thous.)  2.5 2.4 2.7	39 2 14 2 25 2 4 4 33 3 7 1 58 Urban Pap. (theu-sands)	8 63 31 9 25 16 6 44 16 6 6 14 8 7 13 8 7 13 8 7 13 8 2 13 16 Dollara (000)	16 6 6 1 3 3 3 3 11 3 3 4 4 1 1 1 1 1 1 1 1 1	Kai Lew Livi Mis Mis Per Capita 1,825 1,309 1,463	SM   Inc   Fer   Hald.   C.	Clark	25.0 10.9 10.9 9.2 9.1 10.6 24.6  ATES, 193  0-2,499 is. inc. 9 12.9 8 9.1 8 10.1 3 7.7 7 12.4	230 143 158 140 336 140 336 7 Income 25.00-3.59 % 4sids. Inc. 25.0 22.8 26.7 17.7 23.8 17.0	38 35 22 22 16 42 19 28 49 61 8 24 7 7 28 2 31 7 1 30 9 1 28 9	19 9 12 11 35 11 35 8,999 1nc. 31.7 37.0 32.1 37.8	22 18 10 8 13 8 11 6 25 20 10usehe 87,000 % Heids 5,9 8,4 9,1	0-9,995 11.5 13.9 16.1	\$10.0 13 43 \$10.0 Hald 4.1 6.1	14 16 12 10 23 1 10 23 1 10 23 1 10 23 1 10 23 1 10 23 1 10 23 1 10 23 1 10 23 1 10 23 10 10 10 10 10 10 10 10 10 10 10 10 10
Butte. Silver B Glasgow Valley. Glasgow Valley. Glendive. D awsow Great Falis. Cascad Harve. Hill.  COUNTIES CITIES  Beaverheail. Big Horn. Blaine.  Broadwater.	Me- tro- poli- tan	41.2 12.5 35.6 4.7 8.8 51.9 10.2 Total (thou-sands) 6. 8.	498 64 182 23 666 181 88 1 182 182 182 182 182 182 182 18	4 91 3 29 5 195 1 18 1 18 1 18 1 18 1 18 1 18 1 18 1 1	39 44 13 17 33 42 4 8 6 7 52 30 13 7  ON S, 1/1/5  Consumer Spending Units (thous.)  2.5 2.4 2.7	39 2: 14 : 25 2: 4 : 33 3: 7 1: 58 Urban Pop. (thou-sands)	8 63 31 9 25 19 6 44 18 6 6 44 18 8 7 13 8 69 38 2 13 16 Dollara (000) 10,397 11,519 11,851 4,176 11,823 3,500 138,801	15 6 6 3 13 3 3 11 4 5 FECTIVITING IF U.S.A	Rai Lew Livi Mii Mis ECOME - Per Capita 1,925 1,309 1,463 1,547 1,232 1,400 1,980	SM   Inc.   SM   Inc.	Clark	25.0 10.9 9.2 9.1 10.5 24.5 ATES, 193 10.2 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.5 10.	230 143 158 140 336 140 336 7 Income 122,500-3,599 % % 545 154 154 17.0 22.8 26.7 17.7 22.8 17.0 22.8 23.1 24.8 27.9 22.3 23.1 24.0 25.0 26.7 27.9 27.9 27.9 27.9 27.9 27.9 27.9 27	8 35 22 22 16 42 19 28 49 61 8 61 8 61 8 61 8 61 8 61 8 61 8 61	19 9 12 11 35 11 35 8,999 1nc. 31.7 37.0 32.1 37.8 24.3 38.4	22 188 10 8 13 8 11 6 25 26  10 8 11 8 11 8 11 8 11 8 11 8 11 8 11	3 20 3 12 3 5 3 10 3 23 3 5 5 10 3 23 5 10 11.5 13.9 16.1 14.0 12.5 12.9 18.2	310,0 13 43 43 43 43 43 43 43 43 44 44 44 45 46 46 47 47 48 48 48 48 48 48 48 48 48 48 48 48 48	14 18 12 10 23 1 10 23 1 1
Butte. Silver B Glasgow. Valley. Glasgow. Valley. Glendive. Dawsow Great Falis. Cascade Harve. Hill.  COUNTIES CITIES  Beaverhead. Big Horn. Biaine.  Broadwater Carten. Carter. Cascade.  A/Great Falis.	Me-tro-politan	41.2 12.5 35.6 4.7 8.8 51.9 10.2 Total (thou- isands) 6. 8. 8. 9. 2. 70. 51.	498 64 182 2: 606 181 182 2: 606 181 182 111 111 111 111 111 111 111 111	4 91 3 29 5 195 1 18 0 19 0 100 1 00 1 00 1 00 1 00 1 00 1 0	39 44 13 17 33 42 4 8 7 52 30 13 7 ON S, 1/1/5 Consumer Spending Units (thous.) 2.5 2.4 2.7 .8 2.9 .7 25.0 19.0	39 2: 14 : 25 2: 4 : 33 3: 7 1: 88 Urban Pap. (theu-sands) 3.2	8 63 319 9 25 16 6 44 18 6 8 14 8 69 33 2 13 16 EF BU  Net Dollara (000) 10,397 11,519 11,851 4,176 11,823 3,500 138,801 106,086	15 6 6 3 13 3 14 3 3 14 3 3 14 3 14 3 15 14 15 15 15 15 15 15 15 15 15 15 15 15 15	Fer Capita  1,925 1,309 1,463 1,547 1,232 1,400 1,900 2,049	Per Held. C	Clark	25.0 10.9 9.2 9.1 10.6 24.6 ATES, 193 24.6 3.7 7.7 7.12.4 7.9.0 9.4.6 5.3.6	230 143 158 140 336 140 336 7 Income 25,500-3,99 % % % 25,500-3,99 % % 22,10 22,10 22,10 22,10 23,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 24,10 2	38 35 22 22 16 42 22 19 28 49 61 8reakdown 9 34,000- Halds. 3 24,7 28,2 31,7 30,9 1 28,9 22,7 42,0 45,0	19 9 12 11 35 11 35 6,999 %. 1nc. 31.7 30.7 37.0 32.1 37.8 24.3 38.4	22 188 10 8 13 8 11 8 12 26 26 26 14 15 16 16 16 16 16 16 16 16 16 16 16 16 16	3 20 3 12 3 5 5 10 2 23 3 5 5 10 2 23 3 10 2 23 3 10 10 11.5 13.9 18.1 14.0 12.5 12.5 12.9 19.1	27 18 19 13 43 43 43 43 4.6 4.1 4.1 4.1 8.1 8.1 8.1	14 18 12 10 10 23 1 1 10 23 1 1 10 23 1 1 1 1 2 1 1 1 1 1 1 1 1 1 1 1 1 1
Butte. Silver B Glasgow Valley. Glendive. Dawsor Great Falis . Cascad Harve. Filli.  COUNTIES GITIES  Beaverhead. Bisine. Bisine. Broadwater Carten. Carter. Cascado. Agreet Falls. Cineutead.	Me-tro-politan	41.2 12.5 35.8 4.7 8.8 51.9 10.2 Total (thou- sands)	498 64 182 2: 606 185 185 185 185 185 185 185 185 185 185	4 91 3 29 1 18 9 19 9 100 9 32 DPULATI TIMATE House- holds (thou- sands) 2.5 2.3 2.5 2.9 .7 23.1 164 2.3	39 44 13 17 33 42 4 8 6 7 52 30 13 7  ON S, 1/1/5  Consumer Spending Units (thous.)  2.5 2.4 2.7 2.5 .8 2.9 .7 25.0 19.0 2.3	39 2 14 5 25 2 14 5 14 5 14 5 14 5 14 5 14	8 63 31 9 25 16 6 44 18 6 6 14 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 9 38 2 13 16 Dollara (000) 10,397 11,519 11,823 3,500 136,861 156,861	15 6 6 3 13 3 3 3 11 15 4 FECTIVIVING IF U.S.A. 6034 .0039 .0014 6 .0039 .0012 .0014 6 .0039 .0012 .0016 6 .0056 .0056 .0056	Fer Capita  1.825 1.309 1.463 1.547 1.232 1.400 1.980 2.040 2.342	Per Hald. 1.5, 220 4 4, 770 4 5,000 4 6,009 5 6,486 5 7,331 7	Clark	25.0 10.9 10.2 10.8 10.8 24.8 ATES, 195 ATES, 195 ATES, 195 15. 16. 17. 18. 19. 12. 19. 19. 19. 19. 19. 19. 19. 19	230 143 158 140 336 140 336 7 Income 25.50 3.39 6 % % 6 % % 7 15ids. Inc. 29.0 22.8 17.0 22.8 17.0 22.5 18.8 20.7 18.8 10.8 19.9 19.9 19.9 19.9 19.9 19.9 19.9 19	8 35 22 22 16 42 28 49 61 8 44.000 % Halds. 3 24.7 28.2 31.7 28.2 31.7 28.2 31.7 3 4.000 % 15.0 15.0 15.0 15.0 15.0 15.0 15.0 15.0	19 9 12 11 35 11 35 16 8,999 16 16 17 37.0 32.1 37.8 24.3 38.4 39.1 20.4	22 18 10 8 13 8 13 8 12 26 26 10 10 10 10 10 10 10 10 10 10 10 10 10	3 20 3 12 3 5 3 10 0 23 5 5 10 0 23 7% 11.5 13.9 16.1 14.0 12.5 12.9 18.2 19.1 15.3	\$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0 \$10.0	14 16 12 10 23 1 10 23 1 1 10 23 1 1 10 23 1 1 10 23 1 1 10 23 1 1 10 23 1 1 10 23 1 1 10 1 10
Butte. Silver B Glasgow Valley. Glendive. Dawsor Great Falis . Cascad Harve. Filli.  COUNTIES GITIES  Beaverhead. Bisine. Bisine. Broadwater Carten. Carter. Cascado. Agreet Falls. Cineutead.	Me-tro-politan	41.2 12.5 35.6 4.7 8.8 51.9 10.2 Total (thou- isands) 6. 8. 8. 9. 2. 70. 51.	498 64 182 23 606 181 182 183 183 183 183 183 183 183 183 183 183	4 91 3 29 5 195 1 18 0 19 0 100 1 00 1 00 1 00 1 00 1 00 1 0	39 44 13 17 33 42 4 8 7 52 30 13 7 ON S, 1/1/5 Consumer Spending Units (thous.) 2.5 2.4 2.7 .8 2.9 .7 25.0 19.0	39 2: 14 : 25 2: 4 : 33 3: 7 1: 88 Urban Pap. (theu-sands) 3.2	8 63 319 25 16 6 44 18 6 6 44 18 6 8 14 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7 13 8 7	15 6 6 8 13 13 13 13 13 13 13 13 13 13 13 13 13	Fer Capita  1,925 1,309 1,463 1,547 1,232 1,400 1,900 2,049	Per Held. C	Clark	25.0 10.9 9.2 9.1 10.5 24.5 ATES, 193 13. Inc. 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Butte. Silver B Glasgow Valley. Glasgow Valley. Glendive. Dawsow Great Falis. Cascad Harve. Hill.  COUNTIES CITIES  Beaverheail. Big Horn. Blaine  Broadwater Carter. Cascade Agreat Falis. Chesteau. Custer Miles City.	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C	Clark	25.0 10.9 10.9 9.2 9.1 10.6 24.6  ATES, 193  -2,489 % is. 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Butte Silver B Glasgow Valley, Valley, Glendive Oawsoo Great Falis Cascade Harve Hill   COUNTIES CITIES  Beaverheall Big Horn Blaine Broadwater Carten Carten Carten Carten Carten Carten Carten Cascade Carter Cascade	Me-tro-politan Area	41.2 12.5 35.8 4.7 8.8 51.9 10.2 Total (thou- sarrs/s) 6. 8. 8. 9. 2. 70. 51. 9. 12. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10	498 64 182 2: 606 185 606 185 606 185 606 185 606 606 185 606 606 185 606 606 606 606 606 606 606 606 606 60	4 91 3 29 1 18 1 18 1 18 1 18 1 19 1 100 1 32 PPULATI TIMATE House-holds (thou-sands) 2.5 2.3 2.5 2.3 2.5 2.3 2.5 3.4 2.3 4.2 3.4 4.2 3.4	39 44 8 3 17 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	39 21 14 12 15 15 16 16 16 16 16 16 16 16 16 16 16 16 16	Net Dollars (000)  10,397 11,519 11,823 3,500 18,040 4,172 17,498 16,777	15 6 6 6 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Fer Capita  Per Capita  1,825 1,309 1,463 1,827 1,400 1,882 1,400 1,882 1,718 1,145 1,145 1,715 1,706	Per Hald. Inc. F Hald. C. 4,159 4 4,740 4 4,740 4 4,077 4 5,000 4 6,086 5 7,331 7 5,001 4 5,306 4 4,580 4 5,368 4 5,368 5 5,992 5 5	Clark	25.0 10.9 10.2 10.8 24.8 ATES, 195 ATES, 195 ATES, 195 ATES, 195 3 10.1 3 7.7 7 12.4 7 9.0 9 4.6 6 4.1 8 7.4 1 6 7.4 1 7 12.6 6 6 4.4	230 143 158 140 336 140 336 140 336 7 Income 8 I	Breakdown  9 \$4,000  History  13 28,2  14 000  History  13 28,2  31.7  28.2  31.7  28.2  31.7  32.9  42.0  42.0  42.0  42.0  43.0  43.0  43.0  44.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0  45.0	19 9 12 12 13 35 11 13 35 12 13 14 35 12 14 3 35 12 14 3 39 .1 14 38 .5 39 .2 11 37 .8 39 .2 11 .6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1.6 39 .3 1	22 18 10 8 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1	3 20 3 12 3 15 5 10 0 23 3 5 5 10 0 23 5 10 11.5 11.5 12.9 18.1 14.0 12.5 12.9 19.1 17.1 17.6 13.9 17.1 17.6	27 18 19 13 43 43 43 4.1 4.1 4.1 4.1 8.1 8.1 8.1 8.1 8.1 6.1 6.1 6.1 6.1 6.1 6.1 6.1 6.1 6.1 6	14 18 12 10 23 1 1 12 10 23 1 1 12 10 23 1 1 1 12 10 23 1 1 1 12 10 23 1 1 1 12 10 10 10 10 10 10 10 10 10 10 10 10 10
Butte Silver B Glasgow Valley, Glendive Dawwo Great Falis Cascade Harve Hill   COUNTIES CITIES  Beaverheall Big Horn Blaine Broadwater Carten Carten Carten Carten Carten Carten Carten Gasault Custer Miles City Damiels Dawson Glendive Deer Lodge Deer Lodge Carten Called Control Carten Cascade Carter Cascade	Me-tro-politan	41.2 12.5 35.8 4.7 8.8 51.9 10.2 7 7 7 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 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11 10 8 11 11 10 10 10 10 10 10 10 10 10 10 10	3 120 3 122 3 15 3 10 0 23 0 23 0 10 0 23 0 11.5 13.9 18.1 14.0 12.5 19.1 17.6 13.0 18.2 19.1 17.6 18.2 19.1 17.6	27 18 19 13 43 43 43 44. 6.1 4.1 6.1 6.1 6.1 6.1 6.1 6.1 6.1 6.1 6.1 6	14 16 12 10 23 1 1 12 10 23 1 1 12 10 23 1 1 1 12 10 23 1 1 1 12 10 23 1 1 1 12 10 10 10 10 10 10 10 10 10 10 10 10 10
Butte. Silver B Glasgow Valley.  Valley.  Glendive. Dawwoo Great Falis Cascad Harve Hill.  COUNTIES CITIES  Beaverbeau  Big Hore.  Biaine.  Broadwater Carten Carten Carten Carten Carten Custer Miles City  Daniels  Dawson Glendive.  Deer Lodge  Aasconds.	Mo-tro-poli-tan Area	41.2 12.5 35.8 4.7 8.8 51.9 10.2 Total (thou- sarrs/s) 6. 8. 8. 9. 2. 70. 51. 9. 12. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10	498 64 182 23 606 185 185 185 185 185 185 185 185 185 185	4 91 3 29 1 18 1 18 1 18 1 18 1 19 1 100 1 32 PPULATI TIMATE House-holds (thou-sands) 2.5 2.3 2.5 2.3 2.5 2.3 2.5 3.4 2.3 4.2 3.4 4.2 3.4	39 44 8 3 17 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	39 21 14 12 15 15 16 16 16 16 16 16 16 16 16 16 16 16 16	Net Dollars (000)  10,397 11,519 11,823 3,500 18,040 4,172 17,498 16,777	15   6   6   6   6   6   6   6   6   6	Fer Capita  Per Capita  1,825 1,309 1,463 1,827 1,400 1,882 1,400 1,882 1,718 1,145 1,145 1,715 1,706	Per Held.  4.159 4 4.740 4 5.000 4 6.009 5 6.486 5 7.331 7 5.001 4 4.580 4 4.580 4 4.580 4 5.468 5 5.992 5 5.678 5	Clark	25.0 10.9 10.9 10.5 24.6 24.6 24.6 24.6 3.7 3.7 7.7 7.12.4 7.9 3.1 3.1 3.1 3.1 3.1 3.1 3.1 3.1	230 143 158 140 336 140 336 140 336 7 Income 8 I	Breakdown  Breakdown  9 \$4,000- Haida.  24.7 7 28.2 31.7 1 28.2 11.7 1 28.2 31.7 1 28.3 1 28.4 1 39.5 1 42.0 1 28.4 1 39.5 1 36.3 1 11 28.4	19 9 12 11 35 11 13 35 11 13 35 11 13 35 11 12 12 14 39 11 12 12 14 39 12 12 14 39 12 12 14 39 12 12 14 39 12 12 14 39 12 12 14 39 12 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 14 39 12 1	22 18 10 8 11 10 8 11 11 10 10 10 10 10 10 10 10 10 10 10	3 20 3 12 3 15 5 10 0 23 3 5 5 10 0 23 5 10 11.5 11.5 12.9 18.1 14.0 12.5 12.9 19.1 17.1 17.6 13.9 17.1 17.6	27 18 19 13 43 43 43 44. 6.1 4.1 6.1 6.1 6.1 6.1 6.1 6.1 6.1 6.1 6.1 6	14 18 12 10 23 1 1 12 10 23 1 1 12 10 23 1 1 1 12 10 23 1 1 1 12 10 23 1 1 1 12 10 10 10 10 10 10 10 10 10 10 10 10 10
Butte. Silver B Glasgow Valley, Glendive. Dawwo Great Falis Cascade Harve Hill.  COUNTIES CITIES  Beaverheall. Big Hore. Blaine Broadwater Carten. Car	Mo-tro-poli-tan Area	41.2 12.5 35.8 4.7 8.8 51.9 10.2 7 7 7 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 1 10.2 10.2	498 64 182 2: 606 185 66 185 185 185 185 185 185 185 185 185 185	4 91 3 29 1 18 1 18 1 18 1 18 1 18 1 18 1 18 1 1	39 44 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 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11,427 11,427 11,427 11,427 11,427 11,427 11,427 11,4	15   6   6   6   6   6   6   6   6   6	Fer Capita  Per Capita  1,825 1,309 1,463 1,847 1,847 1,400 1,904 2,942 1,402 1,145 1,715 1,715 1,715 1,715 1,715 1,830 1,683	Per Held. C	Clark	25.0 10.9 10.8 24.8 24.8 ATES, 195 ATES, 195 ATES, 195 4.1 9 12.9 8 9.1 8 10.1 8 10.1 8 7.7 7 12.4 7 9.0 9 4.6 6 4.1 8 7.4 1 6.7 7 12.6 8 4.1 8 7.4 1 6.7 7 12.6 8 8 3.2 4 5.4	230 143 158 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 140 336 14	Breakdown  Breakdown  Breakdown  9 \$4,000  Halda.  24.7  28.2  31.7  32.9  22.7  42.0  45.0  45.0  36.3  38.1  26.4  39.5  42.5  51.8  53.2	19 9 12 12 13 13 13 13 14 15 16 16 16 16 16 16 16 16 16 16 16 16 16	22 18 10 8 11 10 8 11 11 25 20 10 10 10 10 10 10 10 10 10 10 10 10 10	11.5 12.9 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10	310.0 310.0 310.0 310.0 4.1 6.1 6.1 6.1 6.1 6.1 6.1 6.1 6	14 16 12 10 23 1 1 12 10 23 1 1 12 10 23 1 1 1 12 10 10 12 10 10 10 10 10 10 10 10 10 10 10 10 10
Butte. Silver B Glasgow Valley.  Valley.  Glendive. Dawwe Great Falis Cascad Harve Hill.  COUNTIES CITIES  Beaverhead Big Hore. Blaine.  Broadwater Carten C	Mo-tro-poli-tan Area	41.2 12.5 35.8 4.7 8.8 51.9 10.2 Total (thou- mands) 6. 8. 8. 2. 9. 2. 70. 51. 7. 12. 10. 8. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10	498 64 182 2: 606 185 185 185 185 185 185 185 185 185 185	91 91 3 29 18 18 18 19 19 19 19 19 19 19 19 19 19 19 19 19	39 44 3 17 3 17 3 17 3 17 3 17 3 17 3 17 3	39 21 14 12 15 15 16 16 16 16 16 16 16 16 16 16 16 16 16	8 63 319 8 63 319 9 25 16 6 44 18 6 8 14 8 69 31 2 13 16  EF BU  Net Dellara (000)  10,397 11,519 11,851 4,176 11,823 1,500 18,861 21,094 18,040 4,122 17,494 16,777 31,233 31,105 5,988	15 6 6 13 13 3 13 14 15 6 16 15 15 15 15 15 15 15 15 15 15 15 15 15	Kal Lew Livi Mill Lew Livi Mill Miles E COME - Per Capita 1,825 1,309 1,463 1,547 1,232 1,100 2,342 1,718 1,715 1,715 1,086 1,717 1,830 1,663 1,944	Per Held. C.  4,159 4 4,740 4 5,228 4 4,774 4 5,228 4 4,774 4 5,228 4 4,774 4 5,306 4 4,740 4 5,280 4 5,306 4 4,580 4 5,306 4 4,580 4 5,306 4	Clark Fiathead. Fergus Park Pergus Park Missoula.  ESTIM/  ESTI	25.0 10.9 10.9 10.6 24.6 ATES, 195 12.489 % 13. inc. 12.9 8 9.1 8 10.1 3 7.7 7 12.4 7 9.4 6 4.1 8 7.4 7 12.6 8 3.2 4 5.4 7 5.9	230 143 158 140 336 140 336 140 336 7	Breakdown  Breakdown  84,000- Hisida.  24,7 28,2 31,7 30,9 22,7 42,0 45,0 736,3 38,1 828,4 839,5 638,1 839,5 638,1 839,5 638,1 839,5 638,1	19 9 12 11 35 12 11 35 16 16 16 16 16 16 16 16 16 16 16 16 16	10   10   10   10   10   10   10   10	3 120 3 122 3 15 3 5 3 10 0 23 3 5 3 10 0 23 3 7 7 7 7 8 11.5 13.9 18.1 17.1 17.6 13.0 19.7 19.1 17.1 17.6 18.6 19.1 19.1 19.1 19.1 19.1 19.1 19.1 19	\$10.0 Hishd	14 16 12 10 23 1 1 12 10 23 1 1 12 10 23 1 1 1 12 10 23 1 1 1 12 10 10 10 10 10 10 10 10 10 10 10 10 10
Butte. Silver B Glasgow Valley. Glasgow Valley. Glendive. Dawsow Great Falis. Cascade Harve. Hill.  COUNTIES CITIES  Beaverhead. Big Horn. Biaine.  Broadwater Carten. Cascade. AGreat Falis. Chusteau. Custer Miles City.  Danieis. See Butte-Anaconda	Mo-tro-poli-tan Area	41.2 12.5 35.8 4.7 8.8 51.9 10.2 Total (thou- samsb) 6. 8. 8. 9. 2. 70. 17. 12. 10. 8. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10	498 64 182 2: 606 185 87 21 88 1 142 11  142 11  142 11  143 145  144 10  145 165 165 165 1665 1665 1665 1665 1665 1	4 91 3 29 1 18 1 18 1 18 1 18 1 18 1 18 1 18 1 1	39 44 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 17 31 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MONTANA	Me- tro- poli-			House-	Con- sumer	Urban					Income			in	ome B	reakdow	m of H	iourseka	lds		
(continued)	Area	(theu- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	C. S. U.	\$0-2 % Halda	%	\$2,500 % Hslds.	%	84,000 % Hslds.	0%	\$7,000 % Halds.	%	\$10,000 % Hslds.	%
Gallatin		24.6	.0143	7.8	9.3	12.5	43,857	.0147	1,783	5,623	4,712	24.2	7.0	20.5	13.0	37.4	38.5	11.8	18.3	6.1	23.2
Boseman		12.5	.0073	3.8	5.3		24,729	.0083	1,978	6,508	4,625	22.8	6.2	16.4	9.6	40.3	38.9	13.2	19.2	7.3	26.1
Garfield		2.1	.0012	.6	.6		3,466	.0012	1,650	5,777	5,030	36.8	10.1	23.4	14.0	20.5	20.1	8.0	11.8	11.3	44.0
Glacier		10.9	.0063	3.1	3.2	4.3	16,235	.0054	1,489	5,237	4,995	22.6	6.6	20.7	13.0	39.9	41.3	11.2	17.5	5.8	21.6
Golden Valley		1.2	.0007	.3	.3	9	1,958	.0007	1,632	6,527	5,424	25.3	6.3	22.4	11.9	30.3	26.7	10.0	13.3	12.0	41.8
Granite		3.0	.0018	1.0	1.0		4,644	.0015	1,548	4,644	4,589	26.4	8.5	25.4	17.8	35.3	40.5	8.5	14.8	4.4	18.4
Hill	100	16.5	.0095	5.0	5.0	10.2	27,655	.0093	1,676	5,531	5,443	24.7	6.7	20.1	11.9	34.2	33.0	13.1	19.0	7.9	29.4
Havre		10.2	.0059	3.3	3.4		18,893	.0064	1,852	5,725	5,536	22.9	6.0	18.6	10.7	36.5	34.3	13.9	19.8	8.1	29.2
Jefferson		4.1	.0024	1.0	1.0		4,376	.0014	1,067	4,376	4,228	35.1	12.2	27.3	20.6	25.7	31.7	7.0	13.1	4.9	22.4
Judith Basin		3.1	.0018	.8	.9		6,401	.0022	2,065	8,001	6,407	16.3	3.3	19.7	8.7	32.6	23.4	14.8	16.0	16.6	48.6
Lake,		11.8	.0069	3.4	3.4		12,783	.0043	1,083	3,760	3,664	37.1	15.0	29.8	26.2	25.3	36.2	5.5	11.9	2.3	10.7
Lewis and Clark		28.1	.0163	9.5	9.9	25.0	53,828	.0180	1,916	5,686	5,388	20.5	5.5	19.3	11.4	39.2	37.5	13.9	20.0	7.1	25.6
Helena		25.0	.0145	8.3	8.8		48,078	.0161	1,923	5,793	5,410	19.4	5.1	19.1	11.1	40.0	37.7	14.3	20.3	7.2	25.8
Liberty		2.4	.0014	.5	.7		5,034	.0017	2,098	10,068	6,348	10.0	1.8	12.2	4.8	36.8	23.4	22.4	21.7	18.8	48.3
Lincoln		11.2	.0065	3.4	3.4		15,536	.0052	1,387	4,569	4,446	26.5	8.8	22.3	16.1	38.4	45.2	9.6	17.0	3.2	12.9
McCene		3.5	.0021	1.0	1.0		6,126	.0021	1,750	6,126	5,651	24.8	6.3	22.7	12.4	28.0	25.1	13.9	18.8	10.6	37.4
Madison		6.0	.0035	1.9	2.0		9,078	.0030	1,513	4,778	4,405	26.7	8.7	28.2	20.0	32.8	37.8	7.8	13.7	4.7	19.8
Meagher		2.2	.0012	.8	.8		3,493	.0012	1,588	4,366	4,071	30.9	11.0	32.0	24.7	27.0	34.2	6.1	11.7	4.0	18.4
Mineral		2.7	.0016	.9	.9		4,000	.0013	1,481	4,444	4,315	23.7	8.1	26.0	19.2	39.3	47.7	8.7	15.9	2.3	9.1
Missoula		42.1	.0245	13.7	15.5		70,761	.0238	1,681	5,165	4,584	25.0	7.7	22.2	14.8	37.4	41.0	10.7	17.7	4.7	18.8
Missoula		24.5	.0143	7.6	10.0		45,840		1,871		4,542	22.2	6.3	19.1	11.9	40.4	41.0	12.5	19.2	5.8	21.6
Musselshell		5.5	.0032	1.8	1.8		9.351		1,700		5.096	23.8	6.9		14.1	38.7	37.8	10.7	16.7	8.3	24.5

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MONTANA		6	M E	OPULAT BTIMAT	ION ES, 1/1/	58	EF	FECTIVI IYING II	COME	- 0	SM	ESTIMAT	rE8, 11	157	The	"SM" sy estimates	mbois mer by SALES	rk origine MANAG	i, exclu- EMENT.
COUNTIES	tre- poli-			House-	Con-	Urban					Incom			in	come Br	reakdewn o	f Househol	ida	
CITIES (continued)	tan Area	Total (thou- sands)	U.S.A.	helds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	% U.S.A.	Per Capita	Per Hald.	Per C. S. U		Qf.	\$2,500 Halda	er.	\$4,000-6,9 % % Heids. In	Of.		0,000&ov % % sids. Ins
Perk		13.3	.0077	4.4	4.5	9.1	22,270			24-2-5	4,83	8 21.3	6.3	22.8	14.9	40.3 42.	7 10.7	17.1	4.9 10.
Livingston		9.1	.0053	3.7	3.3		16,008		1,759	5,928	4,97		7.1	19.6	11.8	47.3 45.		19.5	5.4 18. 5.7 21.
Phillips		8.3		1.7	1.7		7,836		1,478				11.1	22.9	13.7	30.4 35		14.6	5.0 21.
Pendera		6.7	.0039	1.0	2.1		15,044	.0051	2,245	7,918				40.4					40
Powder River		2.0		1	.0		5,008						3.0 6.5	18.1	7.8	38.4 25 28.8 24			7.1 48. 2.3 42.
Pewell		0.0	.0039	1.9	2.0	4.0	9,804	.0032	1,455	5,055	4,80	0 21.1	6.4	20.9	13.8	42.5 45	.7 11.4	18.5	4.1 16.
Prairio		2.4			.7		3,840	.0013			5,22	4 24.6	6.8	22.4	13.5	38.6 36	.2 8.3	12.4	8.1 31.
Ravalli		12.0					14,918 13,508						12.8	30.0	25.0	27.8 37		12.6	2.6 11.
		1			4.0	4.1	10,000	.0040	1,200	4,855	4,70	6 27.1	8.5	27.1	18.3	31.0 34	.4 9.1	15.3	5.7 23.
Reseavelt Resebud		11.3				1	0.0000			75.000			8.9	24.3		30.6 33		14.8	6.6 27.
landers		7.0					9,702						9.5	23.4		30.7 33 30.8 41		14.8	6.5 28. 2.3 9.
Sherldan		6.5	.0038						4 400										-
Silver Bew	191	88.1					102,500						8.0	24.6		32.1 33 43.0 46		13.6	7.4 29. 4.0 18.
△ Butte-Anacenda		35.6					97,24			5,621									
△Butte Stillwater		5.7	1				8,58			5,512			5.4 9.3	18.6		46.3 47 29.1 31		18.5	4.5 16. 7.4 30.
Sweet Grass		3.4	000																
Teten		7.5	1	1	1	3.	5,73 12,69			1	1		7.0	25.7		31.8 32 29.4 28		15.8	7.6 29. 11.7 41.
Tools		7.1	.004						10000	7.00		201 10000000	3.2	16.6		43.7 35			11.0 38
Treasure		1.3	.000	.3	.1		2,210	.0007	1,700	7,387	6,26	1 12.7	2.7	20.9	9.9	41.7 31	.8 10.7	12.3	14.0 43.
Valley	-	10.1		3.1	3.1	4.7	18,83	4 .0057	1,844	5,101	5,03	24.0	7.1	23.5	18.1	35.8 37	.4 10.8	16.7	6.1 23
Glasgow		3.1					7,86 5,58						6.5	23.4		38.5 39		17.5	5.7 21. 7.8 29.
			001																
Wibaux	183	73.					130,58						5.2	23.8		38.8 37 40.2 38		18.1	6.3 23 7.8 25
△Billings		41.5	.024	18.4	14.0	3	82,54						4.0	19.1		41.9 37		19.9	8.2 28
Total Above Cities.		271.	.157	87.0	99.3		518,53	9 .1738	1,913	5,980	5,22	18.0	4.8	18.9	11.0	42.9 40	0.6 13.3	19.0	6.9 24
State Total		659.	.383	207.1	216.	317.2	1,105,79	1 .3707	1,677	5,311	5,10	08 23.2	8.7	22.1	13.9	37.4 38	1.2 11.0	17.0	6.3 24
	- 6	PO PO	PULATION	ON S, 1/1/8		SM)	E. B. I.	PO 1007	1		-	S		OPULA			SH	E. B. I.	
			10	00-	-		ESTIMAT	ES, 190/	-		-		E	STIMA	TES, 1	/1/88	- CMI	ESTIM	ATES, 19
METRO. AREAS	Total				rban Pop.	Net		er Per		METRO		Total	% 1	House- hold	Spend	Urban Pop.	Net	9/2	Per P
	(thou- sands)		nds) U		hou- inds)	(\$000)		ta hold				(thou-	or	(thou- sands)	ing Units (thous.	(thou- sands)	Dollars (\$000)	% u.s.a.	Cap- H'
△Billings	73.5	.0427	23.6	23.6	44.8	130,588		777 5,533		eat Fall	8	70.1	.0407	23.1	25.0	-	138,80	1 .0466	1,980 6,0
△ Butte-Anacenda	77.9	.0454	26.4	27.0	58.3	133,737	.0449 1,	717 5,088		Above	Areas	221.5	1288	73.1	78.0	155.0	403.12	3 .1363	1,820 5,
	T	I		R	ETAI	LSAL	ES- C	M E	STIM	ATE	8. 19					1			-
COUNTIES	tro- poli-	Total Retai		Pe	1 1	ying		Index		Eatl	ing &	General			urn		-	Lumber	-1
CITIES	tan	Sales	0	Ret	di Po	wer Q	uality of	Sales eduction	Food (8000)	Ple	1000)	Mdse. (\$000)	Appar (\$000	el	Appl. 3000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drug (\$000
Beaverhead		9,	815 .0	048 3,1		038	103	130	1,80	32	916	564		841	284	2,601	532	1,18	7
Big Horn		8,		043 3,4		043 044	83	83	2,00		852	463		268	115	2,067	404	1,47	5
Blaine		10,	180 .0	4,1	.0		*	106	-12	20	877	437	1	215	126	2,450	1,086	1,90	18
Breadwater				013 3,		014	93	87	47		160	63		123	52	528	276	63	
Carbon						041	73 80	63	1,5	28	761	648 44	1	2 <del>0</del> 0	42 73	1,233 115	672 482	34	
	1																		
△Great Falls		89,		489 4,: 449		461 373	113 124	120 149	18,51		8,854	13,499		256 226	6,802	19,581 18,383	6,744	8,38 7,31	
Chouteau		10,	902 .0	054 4,	740 .0	053	126	120	1,30	88	1,044	548		63	108	2,206	041	2,47	8 3
Miles City				089 4,4		078	104	125 146	3,27		1,924	1,830		947 947	560 560	5,417 5,417	1,485	1,63	1
																J, TAI	1,102	1,00	
Daniels		16,		032 7,1 085 5,2			100	182	1,00		611 1,711	383 1,200		302 611	118 526	1,106	1 200	1,38	
Glendive		14,	778 .0	074			118	145	2,62		1,275	1,208		811	526	4,200 4,060	1,208 932	3,22	
Deer Ledge	191	17,		3,2		102	88	76	5,47	78	1,655	1,334		143	724	3,806	1,794	90	8 - 4
See Butte-Anacone		17,0	.00	085	.00	197	98	86	5,12	16	1,553	1,338		816	724	3,806	1,729	80	9
			117	221	17	120	100	105		4	140				400				
Fallen	· · ·	1 9,	17 .00	121 4,1	17 .00	WW	100	106	84	181	410	210	2	196	133	965	400	63	8 2

MONTANA I	Me-			RET	AIL S	ALES-	CAN E	STIMA	TES, 1	957		siva	estimates	by SALES	MANAGE	exclu- AENT.
COUNTIES P	re- ieli- tan trea	Total Rotali Sales (\$000)	% of U.S.A.	Per Held, Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Feed (1000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (8000)	Auto- motive (\$000)	Gas Stations (\$900)	Lumber- Bidg. Hdwre, (\$000)	Drugs (\$000)
orgus		18,814	.0094	4,090	.0000	110	116	3,615	1,494	1,465	863	674	4,055	1,827	3,110	625
Lewistown	- 1	15,620	.0078		.0065	120	144	3,001	994	1,004	882	678	3,867	1,087	2,490	487
lathead	- 1	42,128	.0210	3,865	.0109	95	106	9,749	3,583	3,654	1,892	2,182	9,484	4,042	3,514	1,150
Kalispell	- 1	29,165	.0146		.0086	137	232	6,449	1,401	2,882	1,448	1,950	8,104	2,172	1,993	836
ialiatin	- 1	30,795	.0154	3,948	.0148	103	108	6,583	2,728	2,198	1,940	966	4,929	3,255	4,000	929
Boseman	- 1	22,124	.0111	0,010	.0089	122	152	4,364	1,320	1,888	1,689	966	4,352	2,059	3,600	775
larfield	- 1	1,253	.0008	2,088	.0010	83	50	395	222	***	63		227	212	58	40
ilacier		14,362	.0072	4,633	.0061	97	114	3,118	1,409	1,109	516	401	3,649	1,541	1,623	115
leiden Valley		1,705	.0000	5,683	.0008	114	129	182	87	271			283	183	644	
Iranite		6,095	.0030	6,095	.0020	111	167	858	2,938	100	107	82	736	561	326	144
410		31,397	.0157	6,279	.0113	119	165	5,758	2,293	3,478	1,082	929	6,872	1,810	5,820	681
Havre		25,592	.0128		.0082	139	217	4,839	1,765	2,866	1,040	929	5,787	1,465	4,079	681
efferson	- 1	3,800	.0017	3,500	.0017	71	71	672	582	61	67	91	484	647	343	111
ludith Basin		2,188	.0011	2,735	.0017	94	61	449	192	100		***	386	349	430	103
.ake		10,880	.0054	3,191	.0052	75	78	2,308	1,124	1,000	299	233	2,456	784	1,218	237
ewis and Clark		36,910	.0185	3,885	.0178	100	113	9,101	4,093	3,221	2,089	1,900	7,723	3,478	2,386	937
Helena		33,708	1		.0160	110	116	8,310	3,174	3,091	2,069	1,806	7,811	3,046	2,216	937
lberty		4,496		8,996	.0018	129	157	550	727	101	46		747	500	1,535	82
.Incoln		9,933	.0050	2,921	.0054	83	77	2,452	789	1,186	236	259	1,479	1,348	1,205	200
McCone	- 1	3,643	.0018	3,643	.0020	95	88	561	408	131	79		781	345	1,000	50
Madison		4,935			.0030	0.6	71	1,333	750	292		113	1,045	396	248	178
Meagher	100	2,286		2,820	.0011	92	92	442	380	54	83	58	482	837	***	48
						-	-	257	700	100			170	500	170	40
Mineral		2,570 50,830	1		.0014	190	104	757 10,575	782 4,422	158 4,895	2,178	2,696	176	507 4,782	178 4,845	1,437
Missoula		45,174			.0173	121	158	9,359	3,228	3,907	2,138	2,556	12,001	3,580	3,784	1,437
Musselshell		8,882			.0030	94	88	1,285	514		148	308	1,391	481	629	231
		44 800	0030	2 000		97	94	3,596	1 040	1 100	902	190	2,080	1 700	1,485	400
Livingston		14,801			.0078	104	115	2,938	1,948	1,190		190	2,080	1,789	1,335	361
Petroleum		241	1	830	.0004	80	20	51	78	1,000			2,000	39	51	
Phillips		9,731	.0049	5,724	.0034	110	158	1,590	802	913	286	131	2,643	803	1,903	273
Pendera		12,784	.0084	6,718	.0052	133	164	1,994	677	873	297		2,248	1.027	4,114	243
Powder River		1,396			.0014	93	47	342	106			49	497		56	241
Powell		7,887				90	97	2,077	1,095	421		176	1,491	722	632	310
Destate				- 400	0010	93	86	545	197	180	74	23	438	300	510	41
Prairie		2,381			.0013	78	74	2,506	711	530		327	2,449	000	889	301
Alchiand		14,284	1	n. C.	.0056	92	116	2,300	908	1		630	3,724			417
23 32 100		11,242		1000	111111	112		1000								
Recevelt		21,651			.0070	195	164	3,542				1	4,849		5,403	714
Resebud		5,162 5,879			.0033	74	67	1,068	505 787	1			1,074			213
Democratic		0,070	.0020	2,000	.0002	1	"	1		1,011	***	***			300	
Sheridan		9,590			.0038	100	126	1,300	990		1	136	1,938			30
***************************************	191	71,943	.0350	3,442	.0348	103	106	18,448	11,002	8,870	3,607	4,014	12,530	5,235	2,162	1,84
△Butto-		85,945	.0420		.0353	115	140	22,558	11,610	9,881	4,223	4,788	16,346	6,850	8,971	2,00
Anacenda		68,846			.0256	124	166	17,432	10,057			4,736	12,539		1	1,64
Stillwater		4,877				85	76	1,096					1,118	1		24
49-14			1 3 5	-												
Sweet Grass		3,460				95	85	618					1,014			16
Teten		9,433				102	112	1,688 2,501		1						30
10000		10,20	.0076	0,000	.0000	100	100	2,001		1	300	110	4,500	1,000	2,000	4.0
Treasure		1,017	.0000	3,380	8000.	86	71	240	84					107	295	9
Valley		19,76				111	156	3,379								51
Glasgow		14,76			.0041	152	274	2,444							1	41
Wheatland		5,040	.0028	5,048	.0020	111	139	1,146	400	320	246	87	1,382	392	619	7
Wibaux		2,030	.0010	5,000	.0000	90	100	374	412	61	38		721	147	138	5
Vollowstene	183	105,62				108	124	20,537	7,984							3,26
△Billings		91,067	.0458		.0323	135	190	17,028	8,673	8,72	5,803	7,218	25,000	5,570	7,020	2,93
Total Above Cities		497,931	.2488		.1929	122	158	104,071	40,940	51,84	27,370	20,314	116,859	35,920	45,197	14,78
State Total		850,491	-	4,001		102	111	173,970					183.85		-	
1		, 030,491	1 .4540								1 00,702	4,765	1 103,001	71,512	104,080	23,31
METRO, AREAS	1	201				BALES-		ESTIMA	TE8, 1	957				i		
	183	105,622				108	124	20,537		1		100000				
	191	89,686	.0447	3,397		99	98	23,927								1
	214	97,920	.0489	4,231	.0461	113	120	18,516	8,854	13,49	8,256	6,802	19,58	6,744	8,350	2,88

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basic ABC Eugene S. Thomas V.P. & Gen. Mgr.

OMAHA WORLD-HERALD STATION

NEBRAS	KA	_					tes: Iowa ta, South									he "S ve esti	M" s mates						
Man 40		3		NUM	BER OF	OUTL	ETS						1			NU	MBEI	R OF	OUT	TLET	8		
Map, page 49		Pop. (theus.	Outlets	Eat. & Drink.	Mdse. Apparel	F-H-A	Gas Sta.	Drugs		City	, (	County	Pon. (thouse.)		Food	Eat. & Drink,	Gen'l. Mdee.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
ColumbusPlatto. FairburyJeffere	on	12.0 6.8	200 3 206 2 100 1	0 20 2 31 8 39 8 14	9 10 16 14 12 20 10 4	16 17 7	14 24 14 25 8 14	16 4 24 9 16 8 17 4	N	incoln lcCook. ebrask City	Red	caster, willow.	1	7.4 1	13 2	1 19	8	50 17 9	60 10	85 18 12		62 12 17	
Falls CityRichard FremontDodge Grand Island., Hall HastingsAdams HoldregePhelps		17.4 27.5 25.2	258 3 349 4 299 4	8 24 0 46 5 67 0 58 0 14	4 7 27 25 28 28 16 22 14 10	20 33 26	18 28 23 34 20 36	13 4 17 5 30 13 18 12 16 3	N O S	maha	Mac atte. Line Dou rff Scot	glas Its Bluf	298	3.7 2: 3.0 2: 3.0 2,64 3.6 2: 3.8 1:	74 3 11 53 73 3	1 53 2 619 7 35	25 208 23	17 22 170 27 5	18 19 117 13 11	20 19 113 25 12	30	16 14 122 22 13	121
KearneyBuffalo			231 3 104 1	2 36 3 15	21 21 21 21 11	19 3		17 7 13 2	Y	ork	Yorl	k	0	3.8 11	14 13	3 19	7	11	18	4	8	12	3
		(		OPULAT STIMAT	TON ES, 1/1/	58		EFFECTIVE INC.	E NCOMI	E- (	SM) E	STIMA	TES, 1	957									
COUNTIES	Me- tro- poli-			House-	Con-	Urhan					Income			In	como B	renkde	wn of	Hous	vehole	ds			
CITIES	tan Area	Total (thou- sands)	of U.S.A.	helds (thou- sands)	Spend- ing Units (theus.)	Pop. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hsid.	Per	\$0- % Hsida	2,499 % , Inc.	\$2,500 % Holds	-3,900 % Inc.	%	0-6,98 % . Inc.	1	,000-	9,998 % Inc.	9/	000&	%
Adams		32.9		9.0	10.7	25.2	10000		1			27.9		29.4	22.8	33.6			3.3			8 1	2.3
Hastings		25.2 10.6	.0062	3.3	6		35,8	.0041	1,147	3,684	3,514	27.6 42.5		29.5	22.9	34.0	31.6	1	3.2	12.0 11.8	2.	5 1	
ArthurBanner		1.5	.0009	.2	.4		1,1	97 .0009	1,798	6,743	6,214	30.0	5.4	35.0 25.1	12.4	20.5	20.5	5 11		8.0 14.4		3 4	
Blaine		10.1		2.9			1,3		.,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	6,928	1	19.0	16.6	26.0 33.1	13.8	33.5 18.8				11.5 10.0	12.	1 1	8.4
Box Butto		12.8	1	3.7								24.0	6.9	25.0	15.7	34.5		1		14.0	7.		7.6
Alliance		4.7	.0027	1.4	1.4		13,4 5,0	30 .0017	1,070	3,593	3,383	23.3 41.4	18.0	30.1	15.4 28.3	36.5	33.6	1	1.7	15.2 11.0	6.	8	4.8 8.8
Irown		26.0	.0151	8.2	8.9	14.0	10.00	70 .0117	1,337	4,240	3,884	29.8	12.9	29.6	21.2	26.3	34.7		1.9	12.3	3.	5 1	8.8
Kenrney		14.0 10.1	.0064	4.3 3.8 3.6	3.5		20,7 15,1 12,0	.0050	1,385	4,570	4,234	32.2 28.6 42.1	9.7 18.5	28.5 32.4 32.0	21.6 24.1 30.4	28.4	35.2	1	.4	12.2	4.	5 1	9.8
Butler		17.4	.0102	5.8 3.8	5.6	8.2		25 .0076		4,132	4,007	27.8 32.3	10.5	33.8 30.9	27.1 24.2	20.5 29.2 27.3	38.1		.7	7.9 13.3 10.7		5 1	
Codar		4.1		1.4	1		0,3	-		4,842	1	31.7	10.6		21.1	26.2			.5		5.		3.9

103

8.6 0050

9.1 .0053

10.6

17.8 .0103

11.9 .0989

9.0 .0053

20.6

3.4 0026

9.1 .0083

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321.3

.0062

.0119

.0174

.0101

.1868

.1733

3.1 3.1

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5.5 5.8

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2.7

2.7 2.7

9.6 10.5 17.4

5.6

98.5 114.7

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313.5

.0048 1,483 4,989

.0104 1,834 6,114

.0058 2,018 7,547 .0035 1,139 3,344

.0052 1,444 4,637 .0052 1,229 4,338 .0078 1,280 4,077

.0049 1,227 4,171 .0044 1,471 4,902 .0007 1,404 4,520

.0033 1,516 5,186 .0020 1,696 5,765 .0033 1,083 3,684

.0157 1,565 4,874

.0108 1,847 5,788

.1892 1,756 5,728

4,831 30.9 9.4

5,864

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3,338

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4,461 27.8 9.2

4,425 24.3 7.6

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4,915

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39.7 17.7

32.8 11.4

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39.5 16.0

18.2 5.1

.1795 1,796 5,928 4,915 17.0 4.7 24.3 14.4 40.2 39.3

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14,382

31,179

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15,303

15,000

22,424

14.597

13,236

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9,854

5,765

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\$64,223

535.331

33.3 22.1 21.8 23.6

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36.0 13.6 32.1 28.5 22.4 30.1

28.9 10.3 30.3 23.6 30.7 39.0 26.7 8.7 27.1 19.3 33.7 39.1

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24.7 15.0 39.2 39.1

Cherry.....

Cheyenne.....

Cuming.....

Lexington .....

Fremont.....

Clay.

Colfax.

Dakota

Dawes

Divon

Dedge..

Dawson....

5.6 9.1

7.5 14.0

11.0 15.0

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2.9 13.2

4.4 18.7

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5.8 24.9

28.8

5.3 22.0

1.5 7.3 6

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Families	499,700
Buying Income\$	2,396,313,000
Retail Sales	1,948,510,000
Food	375,628,000
Eating and Drinking	137,668,000
General Merchandise	208,710,000
Apparel	83,778,000
Furniture, Appliances	91,347,000
Automotive	388,528,000
Gas Service Stations	182,983,000
Lumber, Building Materials	266,022,000
Drugs	60,002,000
1958 ESTIMATES, SM SURVEY OF BUYING	POWER

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#### **Omaha World-Herald**



250,354 Daily

261,806 Sunday

ABC, 12 Months Ending March 31, 1957
O'Mara & Ormsbee, National Representatives
New York — Chicago — Detroit — Los Angeles — San Francisco

NEBRASKA		0		PULAT		88	EF BU	FECTIVE	COME	- 0	SM ES	STIMATES,	1957 T	he "SM" symi re estimates by	beis mark erig SALES MAN/	inai, exclu- IGEMENT.
COUNTIES	tro- poll-			House-	Cen-	Urban					Income		Income	Breakdown of I-	louseholds	
(continued)	Area.	Total (thou- sands)	W.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (theu- sands)	Net Dollars (000)	% ef U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2,499 % % Haids. Inc.	\$2,500-3,980 % % Haida. Inc.	\$4,000-6,999 % % Halds. Inc.	\$7,000-8,500 % % Halds. Inc.	810,000 & over % % Holds. Inc.
Dundy		4.1 8.8	.0024	1.1	1.1 3.1	7	5,241 10,097	.0617 .0034	1,278			28.0 8.4 43.2 19.7		26.5 30.7 19.0 39.9	6.9 12.1 3.0 7.4	5.5 24.1 1.8 9.2
Franklin		8.4 8.1 9.1	.0037 .0030 .0053	2.0 1.4 3.0	2.0 1.6 3.0		7,041 8,518 11,105		1,278			39.9 17.1 33.0 11.5 37.0 18.2	28.5 21.8	27.4 33.8	4.8 11.0 6.5 12.1 8.6 12.1	2.0 9.9 4.6 21.1 1.9 9.2
Garden		26.8 13.0 3.3	.0156 .0075 .0019	8.0 4.2 1.0	8.7 4.8 1.1	13.0	33,844 19,508 4,709	.0113 .0065 .0016	1,501	4,645	1,500,000	29.9 11.3 26.4 9.3 31.3 10.3	31.4 24.1	31.7 39.5	6.4 12.9 7.5 14.1 6.9 12.7	2.8 11.1 3.0 13.1 5.4 24.5
Gesper		2.9	.0017	.8	.8		3,318	.0011	1,363	200	4,508	35.6 13.5 28.0 9.5	38.3 25.8	20.1 23.1	4.1 8.4 8.4 14.8	6.3 27.5
Greeley		1.1 5.7 38.8	.0006	1.6	1.6		5,988			3,743	3,535	10.0 2.3 37.8 16.3	32.6 29.3	22.7 33.4	16.5 19.4 4.6 10.3	13.0 39.0 2.3 11.3
Grand Island Hamilton Harlan		27.5 8.7 6.5	.0160	12.2 8.7 2.9 1.7	13.2 9.7 2.9 1.9	21.0	89,733 43,383 11,078 8,424	.0146		4,987 4,027	4,439 4,457 3,981 4,250	24.1 7.3 22.7 7.3 30.5 11.4 24.4 H.3	28.8 19.8 32.6 26.6	35.5 40.1 27.7 38.8	8.2 14.3 8.6 14.7 6.6 13.2 7.9 14.0	4.3 18.0 4.4 18.2 2.6 12.0 4.1 17.2
Hayes		2.0 5.6 14.8	.0012 .0032 .0087	.5 1.7 4.2	.5 1.7 4.3	3.1	3,112 7,482 14,883	.0025	1,333		4,279	19.0 4.1 28.1 9.1 42.5 10.0	29.1 21.0	30.0 36.7	13.6 18.9 9.6 17.8 5.2 12.2	8.6 30.7 3.2 14.0 1.8 8.9
Haskar Haward Jufferson Fairbury		1.1 6.6 13.5 6.5	.0008 .0038 .0079 .0038	.3 2.2 4.4 2.3	.3 2.2 4.4 2.5		1,234 7,967 16,480 9,752	.0027	1,207	3,621	3,563 3,686	30.0 11.3 39.3 18.3 34.7 14.6 30.7 11.6	33.3 30.3 31.3 27.3	19.4 28.6 28.7 38.2	8.3 18.7 5.6 12.5 6.4 11.6 6.1 12.2	2.3 10.5 2.4 12.3 1.9 8.9 2.7 12.4
Jehnson		6.1 6.3 7.9	.0035 .0037 .0046	1.9 2.0 2.5	1.9 2.1 2.5	3.3	7,153 7,770 14,620	.0026	1,233	3,885	3,646	32.9 13.5 33.9 13.5 22.7 5.6	32.7 28.1	26.0 36.9	5.2 11.3 5.4 11.6 8.0 11.0	1.6 7.5 2.0 8.4 11.1 40.6
Keya Paha Kimbali Knex		2.1 4.7 14.2	.0012 .0027 .0083	.4 1.3 4.2	.5 1.6 4.8		2,181 9,448 19,318	.0032	1000	7,266	5,613	34.8 12.1 19.5 4.4 34.0 12.0	26.0 12.1	30.6 24.8	6.3 11.7 9.9 12.2 7.8 14.4	8.8 26.1 14.0 45.7 4.3 19.9
Lincoln. Lincoln. North Platte. Logan.	80	143.0 128.0 30.2 18.0 1.3	.0744 .0175 .0105	9.2 5.7	57.0 53.8 10.0 6.3	18.0	240,436	.0806 .0154 .0103	1,878 1,520 1,699	5,808 4,988	4,467 4,861 4,781	23.5 7.1 22.2 6.1 25.0 7.1 21.5 6.1 37.8 13.	24.0 15.1 28.7 18.1 34.1 15.1	37.1 38.9 2 34.8 38.5 38.9 40.7	10.4 16.9 11.0 17.4 8.7 14.7 9.9 15.7 8.5 15.8	5.4 21.3 5.7 21.9 5.0 20.8 5.6 21.8 5.8 20.7
McPherson		1.4 .7 28.6 13.7	.0004	7.9	.2 8.5	13.7	1,500 871 33,082 20,654	.0003	1,244		3,877	37.8 15.1 33.0 11.1 32.7 12.1 26.4 9.0	31.0 24.1 30.4 24.1	26.5 34.1 28.0 37.3	6.0 12.8 5.5 10.7 6.1 12.3 7.6 14.0	3.5 17.8 4.8 10.8 2.8 13.3 3.4 14.5
Merrick Merriil Nance		8.1 7.7 8.2	.0048	2.2	2.8 2.3 1.7		10,795 9,332 5,788	.0032	1,212	4,152 4,242 3,405	3,998	32.1 11.1 29.4 10.1 35.8 15.1	30.9 24.5	31.1 40.3	7.0 13.7 5.6 10.9 3.4 8.1	3.4 15.0 3.0 13.6 1.1 4.7
Nemaha Nuckells Otee Nebraska City		11.6 10.0 16.3 7.4	.0059	5.3	3.2 5.3	3.3 7.4	11,894	.0040	1,189	4,448 4,101 4,132 4,400	3,812 4,059	35.7 13.6 32.6 12.5 30.0 10.1 28.3 10.6	34.1 29.3 32.9 28.1	27.2 38.3 27.4 35.5	8.7 13.7 3.7 7.9 8.8 12.8 6.9 13.1	3.1 15.0 2.4 11.6 3.2 14.7 3.3 14.7
Pawnee		8.7 4.2 10.5 5.0	.0061	2.0 1.2 3.4 1.7	2.0 1.2 3.5 1.8	8.0	8,488 6,613 15,333 8,400	.0022	1,575 1,480	3,228 5,511 4,510 4,900	5,282 4,288	45.8 21.8 27.8 7.8 27.0 9.1 23.9 7.6	23.4 14.2 32.5 24.1	29.2 28.6 29.4 35.5	3.8 9.4 10.8 15.8 6.9 12.5 8.0 13.3	1.5 7.8 8.8 33.7 4.2 18.7 5.6 23.4
Pierce		8.6 21.5 12.0 8.0	.0050 .0125 .0069 .0048	2.6 6.3 3.2 2.6	2.6 8.3 4.0 2.0	12.0	10,011 25,783 16,933 11,784	.0087	1,198	3,850 4,088 5,292 4,525	4,028 4,160	38.8 15.6 30.4 11.3 21.3 6.6 31.0 10.6	31.8 25.4 31.3 22.0	28.7 37.4 35.6 40.8	5.1 10.6 6.2 12.3 7.7 13.3 7.2 13.6	3.6 18.2 2.9 13.7 4.1 17.0 4.0 18.0
Redwillow McCook Richardson Falls City		13.7 8.9 14.6 6.2	.0080 .0052 .0085 .0036	4.3 2.8 4.7 2.1	4.5 3.2 4.9 2.2	6.2	19,974 14,337 20,223 9,656	.0048 .0088 .0032	1,610 1,305 1,557	4,845 5,117 4,303 4,598	4,407 4,071 4,241	27.8 9.3 24.2 7.0 30.6 11.0 27.6 9.4	28.5 18.2 30.9 24.6 29.8 22.0	34.7 39.0 29.1 37.0 32.3 39.0	9.3 16.6 10.3 17.5 6.8 11.2 6.1 11.1	4.0 17.4 4.3 17.7 3.6 18.8 4.2 18.5
Saline	103	2.9 13.1 26.4 17.1	.0017 .0078 .0154 .0099	4.5 7.0 8.5	4.8 9.5 6.0	3.5 8.2	3,345 17,586 38,976 24,663	.0059	1,342 1,476	3,717 3,908 5,568 4,484	3,631 4,071	34.2 13.1 26.6 8.8 26.8 9.8	34.0 30.1 23.5 16.3	24.1 34.3 35.5 40.4	5.4 12.0 4.7 10.2 10.2 17.6	3.3 17.5 2.4 11.7 4.2 17.2
Scotts Bluff		36.1 13.6	.0210	10.8	11.1	17.0	51,878 22,563	.0174	1,437	4,804 5,372	4,834	28.0 8.2	28.3 19.5	32.5 36.5	7.0 13.4 9.0 14.3	5.3 22.4 5.8 22.8



IN NEBRASKA?



There are only two big markets in Nebraska, and you can't get them both with any one TV station.

All surveys prove that KOLN-TV is your ONLY satisfactory outlet for all Lincoln-Land - 69 counties with 296,200 families and 191,710 TV sets.

KOLN-TV is the Official CBS Outlet for South Central Nebraska and Northern Kansas. Ask Avery-Knodel.

#### ARB SURVEY - METROPOLITAN LINCOLN Jan. 12-18, 1958

KOLN-TV is TOPS on the 10 P.M. NEWS. Sunday through Saturday, the picture is as follows:

	Sun.	Mon.	Tues.	Wed.	Thurs.	Fel.	Sat.
KOLN-TV (10:00 News)	44.1	46.4	47.6	42.4	43.8	45.8	39.5
Omaha Sta. B (10:00 News)	5.8	3.7	5.2	6.3	5.8	2.3	4.3
Omaha Sta. C (10:00 News)	6.1	4.6	4.0	4.6	4.9	6.1	8.6
Omaha Sta. D (Movie)	6.6	5.5	4.0	0.9	4.0	4.3	6.3

The Felzer Stations
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO ARTILE CREEK
WHEF RADIO — GRAND RAPIDS

Associated with

VMBD RADIO — PEORIA, ILLINOIS

VMBD-TV — PEORIA, ILLINOIS

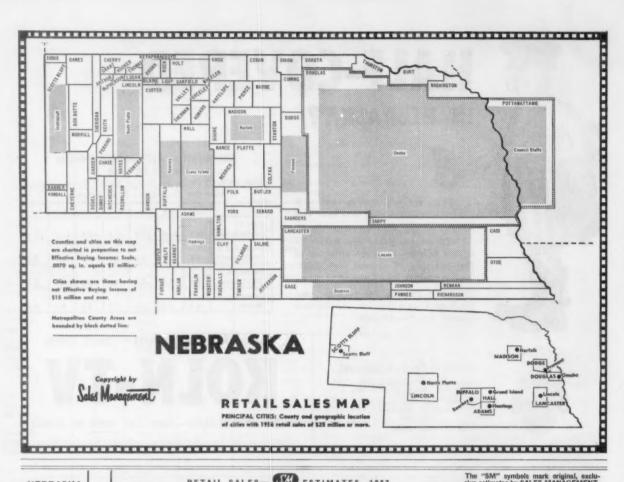
CKANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND - NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

NEBRASKA			SM E	OPULAT STIMAT	ION ES, 1/1/	58	EF Bl	FECTIVI IYING II	COME	_ (	SM E	STIM	ATES, 1	957	The	"SM" estimate	symt	SALES	rk origi MANA	nal, ex GEME	NT.
COUNTIES	Me- tro- peli-			House-	Con- sumer	Urban					Inceme			In	come Or	realtdown	of H	lousehei	Mn		
(continued)	Area	Total (thou- sands)	of U.S.A.	helds (thou- sands)	Spend- ing Units (thous.)	Pop. (theu- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Held.	Per C. S. U.	%	-2,499 % s. Inc.	\$2,500 % Halds.	% Inc.	\$4,000-4 % Haida.	0%	\$7,000 % Haitia.	4704	\$10,000 % Halds.	det
Seward		13.			4.6	3.2	16,679 14,982		1,273 1,574		3,615 4,625			33.5 29.3	28.9 19.2		38.1 28.3	8.6	11.5 13.9		11.1 30.1
Sherman		6.		200	2.0		7,007		48000		3,421 4,627	37.2		29.5	27.0		8.88	6.1	18.7	1.2	4.9
Stanton		6.			1.8		7,001				4,227			33.6	25.3		26.3	7.7	14.4		22.7
Thayer		9.			8.0		11,241 2,056		1,150		3,628		2000	35.4	31.3		32.3	4.7 6.3	10.2	-	11.0
Thurston		8.			2.4		10,657							26.6	18.6		29.0	8.8	16.0		23.4
Valley		7.			2.1	3.9	7,563 16,363		1,050	46000	3,487			28.0	26.0 25.3		37.7	4.8	11.0	1.7	8.0
Wayno		10.				3.8				8,238	3,993			27.6	20.0	10000	33.1	8.1	14.5		21.9
Webster		6.				1	6,825		1,019	3,102				30.9	33.0 26.8	1	26.9 19.8	3.2	8.4	1.4	7.6
YorkYork		14.	4 .008	4.6	4.9	6.8		.0063	1,313	4,111	3,793	30.	11.7	33.4	27.8	27.0	36.6	6.6	13.6	2.3	10.3
Total Above Cities	-	645.	-		241.0		1.121.340	-	1,739			-		25.6	16.3		39.0	10.5	16.6		22.0
State Total	-	1.413.					2,000,518		1,479			-		-	20.4	31.2		8.3	14.6		19.7
		277 PO	PULATIO	ON	L		E. B. I. ESTIMATI			,			773 P	OPULA	TION		1	SH		I.	
METRO. AREAS	Total (thou- sands)	%	louse- su hald Si thou- ands) U	imer U	rban Pap. hou- nds)	Net Dellars (\$000)		er Per		METRO		Fetal theu- ands)	% of	House- hold (thou- sands)	Con- sumer Spending Units (thous.	Urban Pop. (thou- sands)		Net Deliars (\$000)	U.S.J	Per Cap-	Per
Lincoln	143.9		45.8 127.8	87.0 147.8	131.3 375.4	254,581 712,533		788 5,558 596 5,575	Total	Above	Areas	564.1	.3280	173.6	204.	B 508	.7	967,00	4 .324	2 1,71	4 5,57

€ SM, 1958.



NEBRASKA	Mo-			RET	AIL 8	ALES-	JH E	STIMA	TES, 1	957					rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (8000)	% of U.S.A.	Per Hsld, Rotail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$006)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motivo (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Adams		42,365	.0211	4,413	.0173	91	110	8,684	2,545	4,542	2,097	3,293	8,507	4,110	4,817	1,210
Hastings		38,668	.0193		.0147	101	132	8,052	2,088	4,355	2,007	3,293	8,074	3,217	3,985	1,123
Antelope		13,442	.0068	4,073	.0054	87	110	1,850	501	798	85	585	4,034	1,790	2,904	232
Arthur		387	.0001	1,835	.0003	75	25		55	85	***			167		***
Banner		16	.0001	40	.0006	67	11	***	4						12	
Blaine		2,113	.0010	10,565	.0006	120	200	746	69	68	***	***	613	147	288	***
Boone		9,040	.0045	3,117	.0044	75	76	1,578	447	676	280	306	1,509	908	2,324	309
Box Butte		17,475	.0088	4,723	.0073	99	119	3,590	700	1,192	1.057	719	3,577	1,141	2,815	623
Alliance		15,585	.0078		.0056	110	153	3,308	571	1,064	1,058	676	3,577	949	2,021	519
Boyd		8,041	.0030	4,315	.0023	85	111	870	409	298	108	90	1,559	359	2.024	103
Brown		4,861	.0024	3,472	.0024	89	89	1,008	266	397	172	62	1,301	488	619	181
Buffalo		33,726	.0169	4,113	.0139	92	112	4,663	1,956	4,441	1,536	2,478	6,759	3,380	4,429	1,057
Kearney		24,027	.0120		.0087	107	148	3,283	1,138	4,118	1,418	2,373	5,803	1,441	2,314	656
Burt		14,747	.0073	4,469	.0060	94	114	2,795	698	1,061	424	547	2,536	1,049	2,632	302
Butler		9,618	.0048	2,748	.0049	72	71	2,164	686	654	51	290	1,107	762	2,378	271
Cass		15,980	.0080	2,902	.0082	80	78	4,378	1,212	478	174	353	3,272	1,599	2,848	512
Cedar		12,227	.0061	3,396	.0059	77	79	2,267	799	1,088	152	192	2,535	2,180	2,083	361
Chase		5,513	.0028	3,938	.0025	96	108	1,029	218	273	65	141	1,669	668	1,007	281
Cherry		11,672	.0058	4,025	.0052	93	104	1,915	729	888	379	1,033	2,638	1,495	1,786	350
Cheyenne	- 1	22,955	.0115	4,501	.0107	108	116	4,667	2,008	1,854	370	737	5,530	1,848	3,345	580
Sidney		19,715	.0098		.0068	136	196	3,997	1,446	1,749	370	737	5,326	1,454	2,266	413
Clay		7,693	.0038	2,482	.0039	74	72	1,150	421	754	93	224	696	1,128	1,848	139
Colfax		15,374	.0077	4,659	.0082	100	124	2,578	1,333	743	105	738	3,283	1,230	3,098	278
Cuming		14,998	.0078	4,168	.0083	85	101	2,171	871	1,749	240	247	2,373	2,033	3,505	447
Custer		16,428	.0082	2,987	.0083	81	80 .	3,515	804	1,256	436	711	2,306	2,194	3,371	595
Dakota		12,498	.0062	3,571	.0857	83	90	3,965	1,489	807	142	617	1,211	1,580	1,461	311
Dawes		11,536	.0058	4,273	.0050	94	100	2,647	888	429	628	662	2,488	1,385	1,696	348
Dawson		28,030	.0140	4,380	.0114	96	118	4,438	1,200	1,494	1,190	1,033	6,448	3,786	4,429	882
Lexington	- 1	11,616	.0058	-	.0042	111	153	1,982	458	523	909	450	2,512	1,831	1,420	206

O SM, 1958.

Before using these figures read foreword, page 13.

A

2

#### WOW-1 Channel HAS THE AUDIENCE IN THE *BIG, BOOMING

OMAHA MARKET!

*1 1/2 Million People with 2 Billion, 400 Million Dollars to Spend!

Source: Sales Management Survey of Buying Power



#### **CBS Television Network**

WOW-TV is a basic, primary affiliate of the "World's Number One Television Network"—CBS.

#### **TOP Film Shows**

WOW-TV's large film vault includes General Teleradio, Columbia and 20th Century-Fox packages, plus the memorable 700-film M-G-M library.

#### Strong Local Programs

Top personalities and production personnel in-sure peak performance in WOW-TV's programs and commercials. Its nationally recognized news and farm departments have built large, loyal audiences.

PLUS...WOW-TV's Low-Band VHF Channel 6 combined with Maximum Power of 100,000 watts Video, and 50,000 watts Audio—gives a strong consistent signal over a wide area. TOP Programming, Power to deliver it to a maximum audience—that's Channel 6!

A MEREDITH STATION — Represented by BLAIR-TV, Inc.

Frank P. Fogarty Vice President, General Manager Fred Ebener Sales Manager

NEBRASKA	Mo-			RET	AIL S	ALES-	JH E	STIMA	TES, 1	957		The	"SM" sy	mbols ma	rk original MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (8000)	Eating & Drink. Places (\$000)	General Mdss. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre, (\$000)	Drugs (3000)
Deuel		5,254	.0026	5,254	.0022	110	130	796	280	345	167	61	580	906	1,087	12
Dixon		7,729	.0039	2,863	.0038	72	74	1,169	469	835	36	184	1,008	800	2,207	28
Dedge		45,048	.0225	4,693	.0181	104	129	7,944	2,832	4,938	2,379	2,037	6,468	4,020	7,365	75
Fremont		31,566	.0158		.0122	121	156	6,018	1,915	4,174	2,295	1,797	5,897	2,610	2,754	600
Douglas	103	444,439	.2220	4,512	.1988	106	119	87,875	44,394	61,594	29,650	28,292	95,691	27,210	30,211	15,47
↑ AOmaha		425,992	.2128		.1883	109	123	85,405	41,720	61,324	29,537	25,934	92,680	24,536	24,878	15,023
Dundy		4,094	.0021	3,722	.0019	79	88	1,002	183	187	122	39	1,110	709	472	150
Fillmore		11,737	.0058	3,912	.0045	88	114	1,825	773	687	185	539	2,035	1,120	2,988	493
Franklin		6,048	.0030	3,024	.0028	76	81	1,200	394	320	63	188	1,292	830	1,298	16
Frontier		3,497	.0018	2,498	.0023	77	60	270	231	218	24		719	727	548	121
Furnas		11,965	.0060	3,988	.0047	89	113	1,853	729	1,098	138	499	2,033	1,936	2,162	307
Gage		32,499	.0102	4,062	.0136	87	104	6,516	1,359	2,735	1,018	1,741	7,300	3,205	4,502	93
Beatrice		23,811	.0119		.0083	111	150	4,047	927	2,241	952	1,072	6,035	2,475	2,832	843
Garden		3,825	.0019	3,825	.0018	95	100	588	219	212	214	151	820	520	359	120
Garfield		3,737	.0019	4,671	.0014	82	112	742	178	134		130	1,009	339	629	91

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

#### Radio WOW PLUS

**DELIVERS** 

RATING (7 AM - 7 PM

M-F AVERAGES)

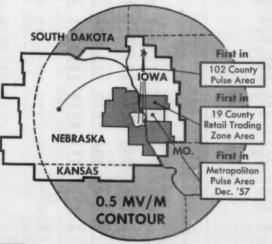
in the NEW 102 County Pulse Area!

(November 1957)

RADIO WOW STATION B 9.8 5.6 8.7 5.9 8.4 5.4

30 to 50% MORE Audience - LOWEST Cost per Thousand

#### REGIONAL RADIO - A MEREDITH STATION -



FRANK P. FOGARTY, Vice President and General Manager **BILL WISEMAN, Sales Manager** JOHN BLAIR & COMPANY, Representatives

7 AM to 12 Noon

12 Noon to 7 PM

6 AM to Midnight

#### CORNHUSKER CAPITAL CITY

Home of the Carnhuskers
—University of Hebraska

### *LINCOLN, NEBRASKA

Lincoln's sharply defined Standard Metropolitan Area is Lancaster County!

POPULATION FAMILIES HIGH SALES PRODUCTION INDEX!

143,900 45,800 HIGH BUYING POWER INDEX!

SUNDAY JOURNAL AND STAR

JANN & KELLEY, Inc.—National Representatives

#### RETAIL SALES ARE BOOMING in this *HIGH SPOT CITY

NEBRASKA	Me-				TAIL S	ALES-	. SM E	STIMA		957			estimates	by SALES	rk original, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Flotail Sales (\$000)	W.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink, Places (\$000)	General Mdse. (\$000)	Apparel (\$800)	Furn,- House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Gosper		916	.0004	1,300	.0010	71	29	205	50	105		***	110	45	294	3
Grant		1,390	.0007	6,995	.0007	117	117	318	43	93	27		212	283	281	4
Greeley		5,296	.0027	3,300	.0024	73	82	802	586	211	26	158	488	400	1,581	21
Hall		49,389	.0247	4,048	.0218	96	100	9,562	3,586	6,415	2,997	2,670	8,278	5,350	5,635	2,15
Grand Island		42,723			.0169	106	133	8,388	2,906	6,372	2,997	2,622	6,586	3,789	4,530	3,10
Hamilton		10,095	.0050	3,481	.0045	90	100	1,971	346	414	182	326	1,915	1,000	2,581	14
Harlan		3,627	.0018	2,134	.0025	78	56	761	255	241	95	142	881	540	492	9
Hayes		681	.0003	1,302	.0000	75	25	167	57					151	144	
Hitchcock		5,034	.0025	2,961	.0027	84	78	849	328	221	57		579	830	1,113	12
Halt		13,404	0.000	3,101	.0062	71	77	2,465	971	890	475	277	3,923	1,423	1,894	481
									-							
Hauker		2,034		6,780	.0006	100	183	96	26	433	400	56	610	***	500	91
Howard		6,410		2,914	.0031	82	84	895	562	336	102	223	1,384	824	1,361	90
Jefferson		14,278		3,248	.0064	81	90	2,887	705	1,691	327	814	2,833	1,379	1,936	410
Fairbury		11,155	.0056		.0040	105	147	2,379	837	1,485	327	579	2,713	801	1,410	33
Johnson		6,731	.0034	3,543	.0030	86	97	1,058	261	413	105	348	1,826	707	1,446	201
Kearney		5,517	.0027	2,750	.0028	78	73	1,627	287	204	89	189	1,067	456	1,183	187
Keith		13,671	.0068	5,468	.0064	117	148	2,802	956	911	804	708	3,180	2,500	1,219	247
Keya Paha		898	.0005	2,245	.0008	67	42	199	23	176			145	265	90	
Kimball		7,802		6,002	.0033	122	144	1,912	487	458	130	185	1,784	831	1,521	170
Knox		14,106			.0070	84	84	2,700	791	904	371	617	2,836	891	3,428	421
Lancaster	00	175,245	.0878	3,826	.0857	102	105	30,024	10,872	37,541	11,201	9,108	28,828	14,233	14,889	6,61
ALincola	-	184,678		3,020	.0799	107	111	27,455	9,454	37,292	11,200	9,032	27,610	11,815	13,317	6,59
Lincoln		38,419		3,959		95	104	6,813	2,738	4,844	1,725	2,134	5,961	5,384	2,885	1,34
North Platte		30,584		0,000	.0118	112	146	5,038	2,204	4,310		2,100	5,777	4,049	1,940	1,19
Logan		829		2,073		75	50	166	72	75	***			154	199	**
Laur		427	.0002	1,088	.0005	63	28	28	39		11111		50	168	84	3
McPherson		97		485	.0002	50	26	17		80	***	***	-		-	
Madison		40,385	20022	5,100		97	133	7,232	2,489	4,326	1,502	2,301	8,143	3,996	5,104	77
Norfolk		29,547		0,100	.0095	120	187	5,584	1,741	8,978	1,438	2,343	6,684	2,362	2,232	45
Merrick		10,243		3,940	10000	91	109	1,816	738	400	182	328	1,118	2,373	2,326	23
Morrill		7,623		3,485		80	84	1,736	414	354	71	160	904	882	2,654	21
Nanco		5,105		3,038	.0025	00	72	869	337	373	81	322	1,054	782	882	10
		9,868	.0049	2,817	.0054	81	73	1,782	400	548	278	303	2,571	643	1,668	38
Nemaha		10,658		3,675	.0048	81	92	2,225	584	594	428	507	2,008	1,208	1,683	20
Nuckolis		23,338				97	123	4,740		2,820	671	920	8,531	2,822	3,721	80
Nebraska City		15,393		4,400	.0050	116	179	3,463		1,333		708	4,316	1,693		35
Married		2	0040	1 000	0000	67	58	1.078	138	324	74	83	436	588	771	17
Pawnee		3,765	1	1,883		87 82	88	890	259	173	71	86	986	328	1,337	21
Perkins		4,387			.0023	113	189	3,188		1,596	837	795	5,915	1,486	3,156	46
Phelps		20,710		6,091	.0046	153	290	2,685		1,505		745	4,778	1,301	2,264	25
Holdrege		17,406 7,902		3,039		78	80	1,297	577	318	67	199	1,684	1,844	1,328	11
Pierce		30,690		4,871		91	122	6,893	2,703	2,943	1,189	1,343	4,937	2,580	5,011	79
Platte				4,0/1			174	5,632					4,597	1,310		67
Columbus		23,941 8,281		3,185	.0078	113	91	1,325		2,776 163		1,172 251	993	1,172		26
						100	400			0.000		2 000	A 848	5 044	1 000	
Flexiwillaw		20,185		4,094		100	125	4,243		2,202		1,071	4,919	1,241	1,926	83
McCook		18,465		0.000	.0062	119	177	3,557	844	3,251	1,008	1,071	4,888	963	1,455	47
Richardson		17,045		3,627		81	181	3,250		1,254	1	1,190	3,392			48
Falls City		11,785 3,457		3,841	.0041	114	164	2,200			245 53	1,109	3,002	1,292		38

SM Standard (4) and Potential ( $\Delta$ ) Metropolitan County Areas.

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#### TOPS in Nebraska's 2 TOP MARKETS* OMAHA and LINCOLN



*According to ARB

and . . . KMTV serves more TV homes than any other TV station in Nebraska, Iowa, Kansas.

Nielsen Coverage figures reveal KMTV serves an 84 county area with over 425,000 TV homes—a \$2½ billion "plus" market area. KMTV is viewed in 71% of these homes each week. 75 per cent each month.

#### KMTV MARKET FACTS*

***************************************	ALL FRANCE
Effective Buying Income \$2,648,336,000	General Mdse. Sales \$ 216,962,000
Population	Food Sales \$ 392,951,000
No. of Families 548,100	Drug Sales \$ 63,591,000
	Automobile Sales \$ 412,625,000
Av. Income per Capita . \$ 1,488	Farm Population 518,800
Retail Sales\$2,063,549,000	Farm Gross Income \$1,696,555,000

*Compiled from '58 Survey of Buying Power & SRDS.



Area

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CHANNE

Basic NBC-TV

Edw. Petry & Co., Inc. Affiliated with Radio KFAB and Radio KMA

COLOR TELEVISION CENTER

NEBRASKA	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957					rk original, MANAGER	
COUNTIES CITIES (centinued)	tro- poli- tan Area	Total Rotali Sales (\$000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality index	Index of Sales Production	Food (\$000)	Eating & Drink, Places (\$000)	General Mdse. (8000)	Apparei (\$000)	Furn,- House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Bidg, Hidwre, (\$000)	Drugs (\$000)
Saline		18,627	.0083	3,696	.0089	91	100	3,002	1,422	812	136	491	4,811	1,713	3,282	880
Sarpy	103	11.535	.0058	1.648	.0114	74	38	3,185	1,314	250	302	285	2,638	1,438	1,491	378
Saunders		20,480	.0102	3,724	.0091	92	103	5,003	1,462	805	140	597	5,021	1,827	3,636	804
Scotts Bluff		48,960	.0245	4,535	.0203	97	117	9,613	2,083	5,413	2,626	2,323	11,294	3,782	6,462	1,321
Scottsbluff		33,765	.0109		.0105	133	214	6,756	1,266	3,923	2,185	1,627	9,499	1,713	3,194	479
Seward		13,673	.0068	3,335	.0063	83	89	2,995	1,028	778	186	351	2,448	1,736	2,304	400
Sheridan		12,348	.0062	4,410	.0055	100	113	2,129	806	1,044	381	377	2,727	1,207	2,546	391
Sherman		5,085	.0025	2,825	.0027	71	88	1,101	341	218		141	503	762	1,279	90
Sieux		794	.0003	743	.0011	61	17	43	65		21		112	240	78	38
Stanten		3,345	.0017	1,850	.0026	72	47	834	214	105	20	28	363	143	1,031	183
Thayar		9,828	.0048	3,200	.8844	79	86	1,785	788	802	169	780	1,104	1,186	2,084	230
Thomas		896	.0004	2,240	.0006	86	67	160	122			73		262	106	136
Thurston		7,309	.0037	3,045	.0839	80	76	1,188	574	478	54	***	1,171	730	2,332	117
Valley		7,806	.0038	3,622	.0032	76	90	1,606	289	472		232	848	814	1,528	271
Washington		10,648	.0053	2,958	.0057	84	78	2,730	938	329		296	1,883		1,951	204
Wayne		10,142	.0051	3,497	.0053	88	85	2,002	622	703	212	135	3,048	791	1,771	200
Webster		3,639	.0043	3,927	.0032	82	110	2,070	302	784		288	1,291	1,881	1,277	100
Wheeler		888	.0003	1,860	.0008	56	33	134	59	160				79	000	***
Yerk		18,154		3,947	.0076	92	110	2,297	904	2,327		848	4,758		2,418	384
York		14,458	.0072		.0046	115	180	1,725	567	2,241	738	848	4,061	740	1,816	321
Total Above Cities		1,004,880	.5021		.4137	110	134	190,893	73,177	148,013	62,775	60,188	214,405	70,340	80,394	33,000
State Total		1,712,763	.8887	3,961	.7716	94	104	327,481	122,859	188,823	74,899	82,061	342,614	160,510	227,417	52,913
METRO. AREAS	- 5			RET	TAIL 8	ALES-	SH	ESTIMA	TES, 1	957						
Lincoln	80	175,248	.0670	3,826	.0857	102	105	30,024	10,872	37,541	11,201	9,108	28,821	14,233	14,809	6,61
Omaha	103	531,398	.2655	4,158	.2480	102	100	109,550	51,887	86,731	33,587	20,911	112,501	36,778	41,745	18,59
Tetal Above Areas		706,643	.3531	4,071	.3337	102	108	139,574	62,759	104,272	44,788	39,019	141,421	61,011	56,614	25,20

C SM, 1958.



NEVAD	A -						Colorado, Vyoming.)											nhols m			
		18.)		NUM	BER OF	OUTLE	CTS CTS						18,)			NUN	ABER (	OF OU	TLETS		
City Cou	inty	Pop. (thous.)	Outlets	Eat. & Drink.	Mdse. Apparel	F-H-A	Gas Sta. L-B-H	Drugs		City	C	ounty	Pop. (thous.)	Total	Food	Eat. & Drink.	Mdse.	F-H-A	Auto.	Sta.	Drugs
Elko Elko White		6.7 6.7		4 33 2 17	6 13 4 7	4 8	8 15 12 4 10 3		11	Vegas		( hoe				121		59 42 59 38	38 38		19 21 21 3
				PULAT	ION ES, 1/1/	58	EFI BU	FECTIVE YING IN	COME	_ (	ES ES	TIMATE	ES, 19	87							
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			Inc	ome B	reakdo	wn of H	louseho	ids		
CITIES	tan Area	Total (thou- sands)	of U.S.A.	helds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Not Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2, % Halda.	OF.	\$2,500 % Haids.	07	\$4,00 % Halds	0-6,999 % Inc.	\$7,000 % Halda.	-9,999 % Inc.	CA.	00&ove % s. Inc.
Churchill	227	6.3 108.1 51.5 2.3	.0629	1.8 34.2 17.3		73.8	10,867 220,683 112,889 3,964	.0037 .0740 .0378 .0013	2,041	6,453	5.075	24.2 16.3 16.3 23.6	7.1 4.3 4.2 5.7	23.6 28.6 20.9 16.6	15.0 11.8 11.8 8.7	33.3 41.3 39.9 37.6	38.8	12.7 15.0 15.4 10.0	19.8 21.3 21.4 13.0	8.8	
Elko Elko Esmeralda Eureka		13.1 6.7 .8 1.2	.0039	3.9 1.9 .2 .3	2.8		29,093 16,917 693 2,314	.0057	2,221 2,525 1,386 1,928	8,904 3,465	5.854 3,208	12.4 10.0 55.0 25.0	2.9 2.0 25.3 7.1	19.7 13.6 21.5 34.1	9.9 6.0 21.6 21.1	42.3 42.7 15.0 22.3	30.9 24.4	15.2 10.9 8.0 9.3	19.1 21.8 14.8 14.3	13.8	
Humboldt		4.6 1.6 3.5	.0010	1.3	.7	2.7	8,121 3,210 6,374	.0011	1,785 2,008 1,535	8,025	4,297	27.5 10.5 10.0	8.8 2.7 2.8	18.8 23.6 22.4	11.9 13.3 13.9	35.9 47.3 53.0	43.2	11.3 10.8 10.8	17.8 14.9 16.4	6.8 7.8 3.8	25.9

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NEWADA			S.	D PC	PULATI	ON S, 1/1/	58		BUY	CTIVE NG IN	COME	- 6	220	ESTIM	ATES,	1957			ymbels m by SALE			
NEVADA	Me- tro- poli-				House-	Con-	Urban						Incom			li	ncome Br	eakdown	of Househ	olds		1
CITIES (continued)	tan Area	Tel (the	NI-	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Della (000	IF8	% ef l.S.A.	Per Capita	Per Hsld.	Per C. S.	U. 80	-2,490 % is. Inc.	%	% s. Inc.	\$4,000-6, % Halds. In	% %	%	\$10,00 % Helde	0&ove % i. Inc.
Lyon			3.0 E.0 2.4	.0017 .0047 .0014	.9 2.4 .9	1.1 3.0 .9		13	,899 ,699 ,615	.0013 .0046 .0012	1,712	4,332 5,708 4,017	4,48	13.	B 4.1	20.8	13.6	51.2 5	5.5 4.7 1.5 11.6 1.5 7.3	18.7	2.9 2.6 2.9	9.1
Ormsby Pershing Storey			4.2 3.8 .7	.0024 .0022 .0004	1.2 1.1 .2	1.4 1.5			,358 ,328 997	.0024 .0022 .0003	1,752 1,865 1,424	6,132 5,753 4,985	3,96	36 23.	5 7.6	29.0	20.7	34.1 39	9.2 13.8 9.4 9.5 0.4 15.5	16.5	6.6 3.9 6.5	
Washoe  △Reno  White Pine	**		76.0 51.6 13.7 6.7	.0442 .0360 .0080 .0039	25.1 17.1 4.0 1.8	31.2 22.9 4.9 2.3	6.7	127 24	,631 ,687 ,657	.0428 .0083 .0039	2,281 2,473 1,802 1,740	6,908 7,464 6,172 6,476	5,56	34 12. 18 10.	9 2.5	16.8	8.2	43.1 34 55.7 53	1.9 15.7 1.9 16.9 3.3 11.4 1.7 11.1	20.6 16.5	9.8 10.6 4.9 5.6	33.4 17.0
Total Above Cities.		1	16.5	.0677	38.1	50.2		269	,094	.0902	2,310	7,063	5,36	30 14.	2 3.4	18.4	9.7	42.2 3	6.2 16.1	20.8	9.1	29.9
State Total		25	52.9	.1471	79.3	101.6	155.6	518	,295	.1738	2,049	6,536	5.10	16.	7 4.3	19.1	11.3	41.5 3	8.2 14.4	20.0	7.5	26.2
	6			LATIO	N 1/1/58	1	JM)	E. B. I	ATES.	1957				0		POPUL	ATION ATES, 1/	1/58	SH	E. B. I		5, 1957
METRO. AREAS	Total (thou- sands)	% of U.S.A.	House hule (thouse	Co so- sun i Spe in is) Un	ner Urt nd- Po g (th its san	han op. ou- ds)	Net Dollars (\$000)	% of U.S.A.	Pur Cap-	Per H'se- hold		IETRO AREAS		Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units	Urban Pop. (thou- sands)	Net Dollars (\$000)	% of U.S.A.	Per Cap- ita	- H'se
△Las Vegas △Reno	108.1 76.0	.0629			4.5	73.8 82.4	220,683 173,393		2,041		Total	Above	Areas	184.1	.1071	80.3	(thous.)	138.2	394,0	76 .1321	2,14	6,04
COUNTIES	Me- tro- poli-	Ri	otal etail	% of	Per Hsld.	Buy	SAL		SM Inte	1		Eatin	nk.	57 General	1	1	Furn	Auto-	Gas	Lumber Bldg.		,
CITIES	tan Area		nfes 100)	U.S.A	Retail Sales			ality idex	of Sal Produc		Food (\$000)	Plac (100		Mdse. (\$000)	Appa (\$00	rel (0)	Appl. (\$000)	motive (\$000)	Stations (\$000)	(\$000)		Drugs (\$000)
Churchill	227	T	12,251 78,705 16,967 5,028	.089	3 5,22	.04	69	116 121 157	16: 14: 24: 20:	2	2,387 41,297 33,738	16	,137 ,880 ,396 ,226	2,834 15,296 14,572	12	260 ,808 ,447 66	277 9,160 8,683 63	2,515 34,402 31,205 923	20,780 13,127	9,5 8,6		54 6,89 5,40
Elko Elko	.,		25,732 17,118	.012	9 6,59	8 .01	03 62	134 159	164 22:	B	5,114 3,559	2	,877 ,245 54	1,236 893		,002 952	<b>695</b>	<b>4,521</b> 3,849	6,328 2,418 72	1,9	81	86 74
Eureka			745	1				86	4:		2		167	69		***	***	***	247		76	14
Humboldt Lander Lincoln		1	3,011 5,528	.001	5 7,52	8 .00	12	133 120 105	200 150 140	0	2,73i 39i 47i	3	906 398 858	877 654 1,174	1	269	150	2,095 445 1,097	877		37	18 17 49
Lyon			7,217 8,446 5,355	.004	8 8,01	9 .00	45	124 96	21:	2	2,45	1	,184	216	1	359 207 132	56 220	1,103 1,112 1,863	781	4 3	83 39 96	11 47 13
Ormsby			8,549 6,559	.004	3 7,12	4 .00	20	121 121 118	19: 17: 15:		1,290 1,894 1,270	1	,269 823	283 466		394 55	343	1,461	1,229 1,151	4	95	47
Storey			942					75	100		180		639				20		10			5
Washee △Reno White Pine		18	13,903 31,636 14,804 12,031	.065	8 5 3,70	.04	71 80	135 157 100 115	163 219 94 154		23,865 20,265 3,325 2,986	15	,519 ,739 ,299	15,294 14,770 1,638 1,086	8	,449 ,961 256 257	7,237 486 485	28,935 1,927 1,287	10,379	6,4 1,2	16	11,30 10,50 61:
Total Above Cities.	_		07,752	-	-	.10		155	22	-	60,540	-	,459	31,321	-	617	17,100	65,276	26,822		-	17,15
State Total		43	37,756	.218	7 5,52	0 .18	19	124	141		88,92	10	,311	42,221	25	259	19,778	83,668	51,756	24,3	07	22,84
METRO, AREAS		1			RE	TAIL	SAL	ES-	SM	ES	TIMA	TES	, 10	57								
△Las Vegas △Reno			78,705 13,903		3 5,22	5 .07	64	121	142	2	41,290	16	,880	15,296 15,294		.808 .449	9,100 8,102	34,402 29,148				6,89 11,30
Total Above Areas.			22,608	.181	2 5,44	0 .13		127	151		65,160	35		30,590	1		17,262	63,550	32,700		16	18,19

#### In Each State-2 Maps in 1

The maps this year include, for each state, both a distort income map and a retail sales map showing geographic location and county outline for cities with 1956 retail sales of \$25 million or more.

#### * NASHUA

SECOND LARGEST CITY in

#### **NEW HAMPSHIRE**

 To move your products — to get your sales messages to the people of this important productive area — to assert the value of your newspaper advertising by RESULTS — the NASHUA TELEGRAPH is a M U S T for your newspaper advertising.

CIRCULATION ALL TIME HIGH

THE GATEWAY TO A VITAL and IMPORTANT SECTION of NEW HAMPSHIRE'S FIRST MARKET

Represented by THE JULIUS MATHEWS SPECIAL AGENCY, INC.



SERVED FOR OVER A CENTURY
WITH DAILY CIRCULATION COVERAGE BY THE

#### **NASHUA TELEGRAPH**

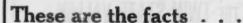
HASHUA

Established 1832

NEW HAMPSHIRE

NEW H	A M	PS	HI	RE	_	(Other		England nusetts, Rh								The			mbols by SA	mark LES N			
		(thous.)			NUME	ER OF	OUTLE	rs						(thousa)			NUN	ABER	OF O	UTLET	S		
City Con	unty	Pap. (thi	Total Outlets	Food	Eat. & Drink. Gen'l.	Apparel	F-H-A Aute.	Gas Sta. L-8-H	Drugs		City	(	County	Ban (the		Foori	Eat. & Drink.	Gen'l.	Apparel F-H-A	Auts.	Gas Sta.	H-8-1	Drugs
Berlin	nack nack ird	17.1 14.3 29.1 17.5 17.1 15.7	244 202 393 248 249 227	82 33 77 66 36 39	14 43 33 23	21 27 29 23 49 37 22 27 26 34 21 17	15 16 18 17 18 27 17 26 19 27 25 16	18 14 44 15 16 11 16 14	18 4 8	Na Na Po	anchesti shua rtsmout	Graf orHills Hills hRock	sborou sborou kingha	gh, 8 gh, 3 m. 2	9.0 6.1 6.2 40 1.4 31 5.0	10 B2	68 54	104 88 25 16	49 3	66 58 17 21 22 20 11 15	37 30	19	14
			SM	PO	PULATI	ON S, 1/1/	58	EF BU	FECTIVE YING IN	COME	_ 0	M ES	STIMA	TES, 1	957								
COUNTIES	tro- peli-	-			House-	Con- sumer	Urban					Inceme			In	como Br	reakdo	wn of	Housel	olds			
CITIES	Area	Tota (thou sands		of S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hold.	C. S. U.	96	-2,499 % la. Inc.	96	0-3,999 % . Inc.	\$4,000 % Helds	9-6,996 % . Inc.	01	% a. Inc.	- 6	,6004 ida.	07.
Belknap		42	.7	.0164 .0091 .0093 .0249	8.4 4.5 4.9 12.8 5.2	9.7 5.3 5.5 13.8 5.8	17.1	44,701 25,297 21,985 64,861	.0085 .0074 .0217	1,611 1,374 1,515	5,498 4,487 5,067	4,570 4,699 3,978 4,781 4,999	21.0 19.0 31.1 21.0	5.0 1 11.4 8 6.7	23.4 27.7 24.3	15.3 21.9 16.5	40.2 42.3 31.8 39.1	45.1 41.3	10.0	16.1 12.4 17.1	3 4	1.4 1	17.6 13.0
Keene	. 88	37 17 46 9	7.2 7.1 8.4 9.0 1.4	.0217 .0099 .0269 .0052 .0966	10.4 4.9 13.0 2.5 49.2	11.4 5.2 17.3 3.2 56.3	17.1 12.9 128.3		.0178 .0087 .0258 .0051 .0979	1,428 1,515 1,637 1,690 1,778	5,100 5,287 5,841 6,084 5,940	4,829 4,973 4,383 4,647 5,187	21.0 17.2 25.1 19.1	8 6.8 4 5.3 8 7.8 8 5.7	23.9 24.0 21.3 21.2 20.6	18.8 15.4 14.1 13.3 12.3	40.3 43.9 37.4 41.8 44.1	45.2 46.4 43.6 42.7	10.: 11.: 10.: 11.: 13.:	17.1 3 18.0 2 16.1 1 17.0 3 19.0	3 4 5 5 6	1.8 1 1.4 1 1.8 1 1.8 1	14.6 16.2 21.0 20.9 21.2
Manchester Nashua  Merrimack Concord. Rockingham		36 66 21	3.1 3.2 3.4 9.1 0.5	.0501 .0211 .0386 .0169 .0468	26.7 10.8 18.8 7.9 24.8	30.3 12.2 21.7 9.2 28.3	40.4		.0215 .0345 .0159	1,773 1,549 1,632 1,571	5,473 6,012 5,140	5,113 4,807	21. 15. 21.	1 3.8 2 6.4 9 4.4 7 6.6	20.6 21.8 19.8 23.1	12.1 14.1 11.6 18.5	43.9 46.2 41.0 44.8 40.3	43.7 43.8 43.8	13. 11. 13. 10.	3 18.3 5 19.4 6 17.	8 4	6.9 : 6.7 : 6.0 : 4.5	22.0 20.3 17.5 20.6 17.0
Portsmouth Strafferd Dover Rochester Sullivan		8- 11 -16	1.4 4.3 7.5 5.0	.0124 .0316 .0102 .0087	6.3 15.2 5.0 4.6	8.1	42.8	36,231 88,856 28,413 24,600	.0298 .0096 .0082	1,638	5,848 5,683 5,350	5,057 4,754	19. 17. 17.	2 8.3 9 8.3 7 5.3	21.1 22.3 3 23.7	13.4 13.7 14.9	43.9 43.2 41.9 44.6	45.1 42.1 47.1	11.	8 18. 2 18. 2 18.	7 4 5 2 2 2	4.7 5.7	15.9 17.0 20.5 13.7
Claremont Total Above Cities	-	27:	4.3	.1619	83.5		-	24,243	-	1,698	-	4.976 5.120	-		-		41.9		-		-	5.6	
State Total	-	-	4.9	.3284				-		-	5,520	-	-		22.3		-		11.		-	5.0	
	0			ATIO	N , 1/1/58		SH	E. B. I. ESTIMATI	ES, 1957	1			•		POPUL/ ESTIM/		/1/88	1	SH		B. I.	TES,	1957
METRO. AREA	Tetal (thou- sands)	% ef U.S.A.	House hold (thou sands	Spe in	ner Und- ind- ig (ti	rban lop. hou- nds)	Net Dollars (\$000)		er Per up- H'se- ta held		METRO	0	Fotal thou- ands)	% of U.S.A.	House- hold (thou- sands)	Can- sumer Spend ing Units (thous.	(the	ip. ou-	Net Dollar (\$006		of (	Per Cap- ita	Per H'st
Manchester	184.4	.0956	49.	0 1	58.3	126.3	292,248	.0079 1.7	770 5 040	Total	About		164.4	.0956	49.2	56.	9 4	26.3	292.	248	-	,778	

Table of Contents and Indexes on Pages 3, 4, 5, 7, 9



* Sept. 30, 1957 ABC Pub. Statement

YOU YOU 31.7%

OF ALL HOUSEHOLDS IN NEW HAMPSHIRE

1

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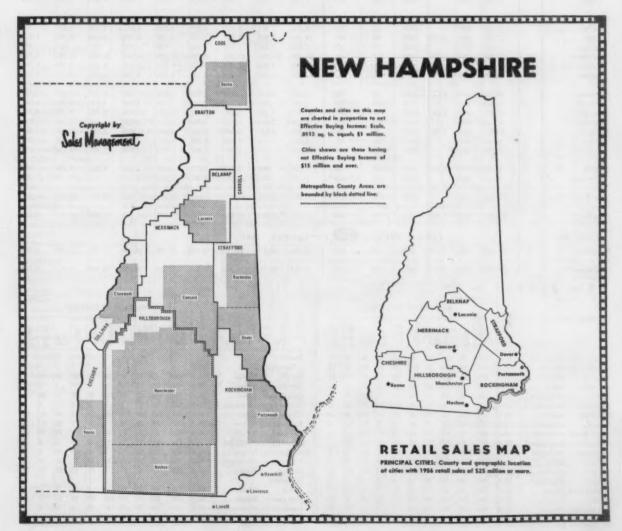
52,663*

NET PAID CIRCULATION

DOLLAR FOR DOLLAR-NO OTHER MEDIUM CAN COMPARE WITH THIS COVERAGE OF THE N. H. MARKET



REPRESENTED NATIONALLY BY STORY, BROOKS & FINLEY, INC.

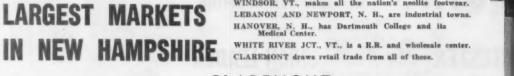


#### CLAREMONT IS THE SHOPPING CENTER OF THE TWIN STATE VALLEY

#### ONE OF THE LARGEST MARKETS

SPRINGFIELD, VT., makes 10% of the nation's machine tools.

WINDSOR, VT., makes all the nation's neolite footwear. LEBANON AND NEWPORT, N. H., are industrial towns.



Eastern Vermont

#### CLAREMONT DAILY EAGLE

Western New Hampshire

Represented by Julius Mathews Special Agency

Egale

NEW HAMP.	Me-			RET	AIL S	ALES-	SM E	STIMA	TE8. 1	957		The sive	"SM" sy estimates	mbols may	k original, MANAGE	exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld, Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Belknap		35,665	.0177	4,248	.0161	96	108	8,988	1,696	2,759	1,458	1,875	7,976	3,221	2,188	901
Laconia		24,605	.0123		.0098	108	135	6,217	1,127	1,740	1,211	1,646	6,195	1,382	1,089	559
Carrell		21,505	.0108	4,389	.0088	95	116	5,983	1,069	1,249	853	662	4,851	3,289	1,052	511
Cheshire		40,399	.0202	3,158	.0218	88	81	11,007	1,910	3,319	1,994	1,574	7,939	3,374	2,267	1,177
Keene		26,822	.0134		.0109	100	134	7,126	1,242	1,496	1,775	1,164	6,293	2,001	1,461	744
Coos		40,717	.0203	3,915	.0194	89	94	12,083	1,716	2,741	2,259	1,706	8,554	3,958	2,068	981
Berlin		20,713	.0103		.0094	95	104	6,376	678	1,569	1,697	1,338	4,023	1,246	1,270	368
Grafton		57,359	.0287	4,412	.0267	99	107	14,691	2,953	3,656	3,721	2,195	13,054	4,553	3,284	1,943
Lebanon		11,204	.0056		.0053	102	108	2,932	590	730	463	438	2,605	877	655	388
Hillsborough	88	211,580	.1067	4,301	.0098	104	111	59,601	10,312	21,713	14,715	10,780	36,624	15,609	10,252	4,33
▲ Manchester		120,572	.0602		.0850	110	120	31,210	5,804	13,782	10,748	6,924	22,234	8,542	4,897	2,398
Nashua		53,492	.0267		.0230	109	127	14,921	2,900	5,471	3,488	2,861	8,726	3,468	3,636	1,010
Merrimack		69,951	.0349	3,721	.0354	92	90	16,648	3,310	7,206	2,923	2,029	14,248	4,837	3,437	2,352
Concord		43,984	.0220		.0179	106	130	9,628	1,886	4,959	2,068	1,175	9,106	2,181	2,609	1,567
Rockingham		100,373	.0501	4,080	.0456	97	107	27,174	7,596	6,690	4,117	2,884	21,295	8,090	6,115	1,957
Portsmouth		40,026	.0200		.0145	117	161	10,158	2,582	3,768	2,859	1,816	9,230	3,075	2,329	727
Strafferd		90,657	.0363	3,991	.0303	96	96	18,813	3,031	4,407	3,825	2,841	10,423	3,976	4,588	1,429
Dover		29,114	.0145		.0112	110	142	7,966	1,206	2,089	2,148	1,977	5,662	1,058	2,612	571
Rochester		18,735	.0094		.0067	100	108	5,312	911	1,782	1,043	534	4,070	1,391	1,136	486
Sullivan		28,388	.0143	3,301	.0152	92	86	7,708	965	3.720	1,778	1,329	5,632	1,953	1,196	896
Claremont		18,921	.0095		.0086	104	114	4,706	458	2,665	1,443	1,099	4,198	1,086	847	290
Total Above Cities		408,188	.2039		.1743	108	128	106,552	19,384	40,051	28,943	20,972	82,342	26,307	22,541	9,153
State Total		666,604	.3330	4,018	.3191	97	101	183,096	34,558	57,480	37,643	27,875	130,594	52,858	38,447	16,293
METRO, AREA				RET	AIL S	ALES-	SH E	STIMA	TE8, 1	957						
Manchester	88	211,589	.1057	4,301	.0998	104	111	59,601	10,312	21,713	14,715	10,780	36,624	15,609	10,252	4,333
Total Above Area		211,589	.1057	4,301	.0998	104	111	59,601	10.312	21,713	14,715	10.780	38,624	15,609	10.252	4.333

NEW JERSEY — (Other Middle Atlantic States:
New York, Pennsylvania.)

		S.)		-	NU	MBE	R OF	ou	TLET	S					3			NU	MBE	R OF	OUT	LET	S		
Map, po	age 515	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Orugs	Gity	County	Pop. (thous.)	Total Outlots	Food	Est. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Asbury Park.		19.0		85		48	67	26	18		21	11	Crantord												
Atlantic City.		1997	1,613	298		85	181	72	-		39	46		Union	23.6									0	1
	.Hudson	79.1		298		66	103				32	29	Dover	Morris	12.2		51	37			12	19	16	12	1
Belleville	.Essex		-	95	1	30	18	12	15	28	13	9	Dumont	Bergen	18.5		24	14	6	10	1	1	5	5	4
Belmar		6.0		25		11	10	4	9	11	6	3		Essex	85.2		170		49	112	47	32	73	26	21
Bergenfield	.Bergen	24.7		28			29	15				8	East Paterso	n.Bergen	21.8	126	20		8	6	6	3	18	7	1
Bloomfield	.Essex	55.6		145	1	40	38	26	24	47	16	23	Elizabeth	Union	117.8	1,501	382	300	140	146	71	63	90	44	4
Boonton	. Morris	8.0	150	29		7	16	6	9	14	12	6	Englewood	Bergen	26.4	340	66	36	42	48	21	16	33	17	1
Bound Brook.	.Somerset	9.0	200	43	42	14	19	8	15	14	7	5	Fair Lawn	Bergen	35.5	253	44	38	51	19	9	4	19	14	13
Bridgeton	.Cumberland.	20.4	357	93		23	39	26	23	36	19	7	Flemington.	Hunterdon	3.7	114	11	12	13	14	9	8	9	9	1
Burlington	.Burlington	14.6	219	50	36	12	21	17	12	26	8	5	Fort Lee	Bergen	23.1	168	25	48	11	9	5	5	29	6	
Caldwell	.Essex	6.9	121	18	26	6	10	7	5	11	9	8	Freehold	Wonmouth	9.0	212	42	30	15	18	18	17	22	15	
Camden	.Camden	130.7	1,684	463	344	125	197	89	42	98	62	49	Garfield	Bergen	30.4	350	127	84	31	7	17	14	20	20	16
Carteret	. Middlesex	15.4	151	44	31	10	9	- 6	4	9	- 6	4	Gloucester						27						
Cliffside Park	.Bergen	18.0	184	50	31	15	16	11	4	10	6	9	City	Camden	15.0	156	42	45	11	8	4	9	11	8	1
Clifton	.Passaic	79.4	748	197	144	84	39	17	20	68	44	19	Hackensack.	Bergen	32.7	608	94	84	41	131	48	26	43	25	18
Collingswood.	Camden	18.3	190	42	14	20	25	7	4	18	14	10	Haddonfield		11.2	183	27	15	23	27	20	6	15	7	

SM Standard (A) and Potential (A) Metropolitan County Areas.

*Not available

© SM, 1958.



#### Even I know that ... only the ATLANTIC CITY PRESS covers SOUTHERN New Jersey's BEST market!

Here is a market that represents . . .

\$489,952,000 in Total Retail Sales

119,654,000 in Food Sales 41,033,000 in General Merchandise Sales 71,261,000 in Automotive Sales 13,494,000 in Drug Sales

This market cannot be overlooked, and the only way to cover it, as the two heads say, is by the

Southern New Jersey's 'Good Morning' Newspaper
Rolland L. Adams, President—Gallagher-DeLisser, Inc., National Representatives

	3			NU	MBE	R OF	OUT	LET	S					(*98			NUP	MBEI	R OF	OUT	LET	S		
NEW JERSEY City County	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs	City	County	Pop. (thous.)	Total Outlets	Food	Eat. & Orink.	Gen'l. Mdse.	Appare	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
Hammonton Atlantic	9.1	162	26	23	12	22	4	14	20	12	1	Newton	Suseex	6.1	157	15	37	15	15	12	11	18	6	
HarrisonHudson	13.0	240	67	84	13	14	8	4	10	7	5	North												
Hawtherne Passait Highland	16.6	157	37	25	14	13	6	8	18	13	3	Arlington North Berger	.Bergen	18.9	121	34	27	12	10	2	2	7	4	
ParkMiddlesex	12.5		33		14	10	4	16	14	3	3		.Hudson	43.1					0	.0		0	*	
HightstownMorcor	4.2	85	10	19	B	10	5	7	7	4	2	North	0	15.7	114	0.7	22			13	10	16	3	
Hilleide												Plainfield.		30.9	226	27 56		15	16	11	11	23	12	1
TownshipUnion	23.0					- 1			-			Nutley	. Easex	7.3	284	54	67	23	22	13	12	17	18	1
HobokenHudson	51.6		202		48	67	31	9	21	14	20		Cape May	40.3		123		59	42	28	13	34	21	1
IrvingtonEssex	62.8		215		98	81	41	35	49	25	26	Palisades	.Essex	40.3	300	123	82	00	46	20	10	-	2.1	-
Jersey CityHudson	302.2		1,066		262	366	160	73	135	85	115	Park	Bergen	12.1	155	26	32	15	9	6	6	21	13	
KearneyHudson	40.4	321	90		30	21	8	14	30	12	8		. Bergen	20.1		14		15	6	23	7	26	11	
LindenUnion	35.4	420	87	96	43	33	18	32	33	7	12	Passaic	Passaic		1,148	269		87	199	87	27	50	32	1
Little FerryBergen	6.5	89 247	13	7.7	6 31	18	11	25 14	26	12	6	Paterson		143.6		604		177	237	116	79	131	60	li
Lodi Bergen	23.7	392	84 74		38	33	32	15	28	17	14	Pennsauken		192.0	2,220	004	100	***	201				-	1
Long BranchMonmouth Lyndhurst	31.5	392	74	82	30	30	32	13	20	80	14		.Camden	27.4										
TownshipBergen	22.2												Salem	7.4	163	38	23	11	18	11	11	16	8	
44-41 84	13.5	119	33		9	13	5	7	13	4			. N.iddlesex	42.7	731	161		73	106	40	27	49	12	1
Maglewood ·	13.0	119	23	10		10	9		10	-		Phillipsburg.		19.6	248	67	51	25	B	11	10	28	9	
TownshipEssex	26.8											Plainfield		47.4	630	136		62	97	51	32	43	22	1
Merchantville Camden	8.4	116	20	22	4	4	2	2	11	4	2	Plaasantville.		13.0	192	38		15	16	11	13	22	8	1
Metuchen Middleenx	16.4	134	23		13	8	7	7	18	7	3	Paint	PERMITTON	10.0	102	-	-			-				
Miliburn	10.4	104	20	20	10		1		10			Pioasant	Ocean	5.3	72	11	12	8	6	4	10	8	3	
TownshipEseex	16.9											Paint Pleasar			-		-				-			
Millyllie Cumberland.	17.8	289	61	38	14	28	17	14	31	15	5	Beach	.Ocean	7.0	122	22	40	4	8	7	3	7	5	
Montciair Easex	46.4	435	99	38	40	44	31	21	34	19	16	Pompton			-	-								
MorristownMorris	18.6	388	75		38	58	38	18	26	22	14	Lakes	.Passaic	8.3	111	17	17	8	16	8	9	8	11	
Neptune	10.0	000			-	-	-			-		Princeton	.Mercer	14.8	210	32	39	7	37	12	12	14	8	
TownshipMonmouth	19.4										*	Rahway	.Union	24.9	266	53	45	11	24	17	17	30	19	
New New												Red Bank	.Monmouth	14.3	370	56		22	64	24	22	28	17	1
Brunswick Middlesex	42.7	750	159	160	57	109	55	19	47	21	13	Ridgefield		12.2	88	16		12	2	0	6	10	5	
Newark Essex	454.1								279						ntinue			ge 5	18)					

		0	M E	STIMAT	ES, 1/1/	88	BU	YING II	COME	- 0	ES ES	TIMAT	ES, 1	957	sive	estima				AGEME	
COUNTIES	Me- tre- poli-			House-	Cen-	Urban					Income			Inc	ome B	reakdow	m of H	lousehol	ds		
COUNTIES	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2, % Hsids.	499 % Inc.	\$2,500 % Hslds.	%	\$4,000 % Hsids.	%	\$7,000 Hsids.	-9,999 % Inc.	\$10,000 Hsids.	% Inc.
Atlantic	9	144.2	.0839	45.2	55.2				1,796		17.6-0-0-0	23.3	6.8	1		1	39.8	11.3		1	22.6
Atlantic City		63.1	.0367	19.8	27.2	100	116,534	.0390	1,847	5,886						38.4				1	20.1
Pleasantville		13.0	.0076	3.8	4.4		21,713	.0073	1,670	5,714	4,855	17.4	5.0	20.1	12.4	45.1	45.8	12.5	19.2	4.9	17.6
Hammonton		9.1	.0053	2.4	2.8		14,995	.0050	1,648	6,248	5,263	16.1	4.3	17.8	10.1	43.2	40.0	16.0	22.3	6.9	23.4

SM Standard (A) and Potential (A) Metropolitan County Areas.



## Don't Plan a VAST Schedule With a HALF-VAST Medium!

Go Completely Berserk and Use BRIDGETON, N. J.

Bridgeton (N.J.) Evening News

Represented by the Julius Mathews Special Agency, Inc.

NEW JERSEY		0		OPULAT STIMAT		58	EF BU	FECTIVI	E NCOMI	E - (	SM E	STIMAT	TES, 1	957		e "SM estima					
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			ine	come B	reakde	en of H	(susaho	lds		
CITIES (continued)	Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	(thou- sands)	Net Dellars (000)	u.s.a.	Per Capita	Per Hsid.	Per C. S. U.	80-2 % Hsids.	0/2	\$2,500 % Haids.	-3,999 % inc.	84,000 % Halda	-8,999 % inc.	\$7,000 % Halds	-9,999 % Inc.	\$10,00 % Haida	
Bergen	988	784.1	.4210	221.8	233.1	701.5	1,771,390	.5939	2,446	7.986	7,598	9.8	1.9	11.9	5.0	41.3	28.3	21.7	22.5	15.3	42.3
Hackensack		33.7	.0190	9.5	11.6		76,574	.0257	2,342	8,060	6,592	10.0	3.0	13.6	6.0	42.4	30.9	20.6	22.7	18.4	38.4
Englewood		25.4	.0153	7.8	9.9		79,856	.0268	3,025	10,238	7,989	9.4	1.5	9.5	3.4	35.9	20.7	22.0	19.1	23.2	85.3
Ridgewood		24.6	.0143	7.7	8.7		88,507	.0297	3,602	11,506	10,082	8.7	1.2	8.8	2.6	29.5	14.4	22.8	16.8	30.3	65.0
Tenneck Township.		41.9	.0243	12.0			127,243	.0426	3,037	10,604								- 0			
Rutherford		20.8	.0121	6.4	7.3		50,343	.0199	2,853	9,272	8,167	8.8	1.5	9.4	3.5	37.0	22.6	25.1	23.2	19.7	49.3
Fair Lawn		35.5	.0207	10.8	11.0		88,617	.0297	2,496	8,205	8,050	7.8	1.4	9.3	4.1	42.5	27.4	24.4	24.3	16.0	42.8
Garfield		30.4	.0176	9.0	9.5		50,770	.0200	1,966	6,641	6,290	9.3	2.2	15.6	8.0	47.2	39.3	19.7	24.8	8.2	25.7
Westwood		8.6	.0050	2.8	2.8		22,489	.0076	2,615	8,032	71905	10.0	1.9	11.9	4.9	38.9	26.1	23.2	28.5	16.0	43.8
Bergenfield		34.7	.0144	7.7	7.8		00,852	.0204	2,484	7,903	7,767	8.5	1.6	10.4	4.5	42.8	29.2	23.6	24.4	14.7	40.3
Little Ferry		6.5	.0038	1.9	1.9		12,324	.0041	1,896	6,486	6,237	11.7	2.8	14.7	7.5	45.5	38.1	19.5	24.7	8.6	26.9
Cliffside Park Lyndhurst		18.0	.0104	5.6	6.2		45,337	.0152	2,519	8,096	7,248	9.8	1.9	13.2	5.3	41.4	28.8	21.8	22.9	14.8	41.1
Township		22.2	.0129	6.9			58,491	.0196	2,635	8,477											
Ridgefield		13.3	.0071	3.7	4.0		30,399	.0102	2,492	8,216	7,564	9.5	1.8	11.0	4.6	41.1	27.8	22.9	23.5	15.5	42.3
Dumont		18.5	.0108	5.1	5.6		42,562	.0143	2,301	8,345	7,513	7.9	1.5	9.5	3.9	42.2	28.8	26.0	26.8	14.4	39.0
East Paterson		31.8	.0127	6.2	6.3		46,483	.0156			7,369	8.6	1.7	12.3	5.5	44.5	32.1	21.6	23.5	13.0	37.2
Fort Lee		23.1	.0134	7.1	8.0		69,333	.0199			7,367	10.0	1.9	11.8	4.8	39.6	26.8	22.7	23.2	15.9	43.3
Lodi		33.7	.0138	6.4	7.1		44,370	.0148	1,872	6,933	6,211	9.1	2.1	15.0	7.6	48.1	39.7	19.3	24.1	8.5	28.5
North Arlington		18.9	.0110	5.5	6.0		44,296	.0149			7,275	7.8	1.6	9.6	4.2	44.3	31.3	25.4	27.1	12.9	25.8
Ridgefield Park		12.5	.0072	3.6	4.0		28,787	.0096		7,996	7,168	9.6	1.9	10.6	4.6	43.8	30.9	22.0	23.4	14.0	29.2
Palisades Park		12.1	.0071	3.9	4.0		30,572	.0108		7,839	7,588	9.7	1.9	11.5	4.9	41.5	28.8	22.8	24.0	14.5	40.4
Paramus		20.1	.0117	5.8	6.2		42,733	.0148			6,794	10.0	2.1	11.9	5.3	44.4	32.6	20.8	23.1	12.9	36.9
River Edge		15.6	.0000	4.7	4.7		43,596	.0148			9,157	7.1	1.2	7.6	2.6	35.3	20.6	29.3	25.7	20.7	49.9
Tenafly		14.3	.0083	4.2	4.5		48,253	.0163		11,480	10,612	8.9	1.2	8.8	2.6	28.3	13.6	23.3	16.9	30.7	45.7
Burlington	106	187.1	.1088	47.1	73.6	80.6	349,641	.1172			4,786	15.6	3.9	15.3	8.2	45.5	40.3	15.3	20.5	8.3	27.1
Burlington		14.6	.0085	3.9	4.8		23,744	.0000	1,628	6,088	5,196	16.5	4.4	19.1	11.0	43.6	41.2	14.1	20.2	6.7	23.2
Camden,	106	348.4	.2026	103.0	112.7	314.3			1,922		5,940	11.8	2.8	18.2	8.5	46.2	38.4	17.5	22.6	8.3	28.7
Camden		130.7	.0760	37.1	44.1		237,178	.0798			5,369	11.0	2.8	18.1	10.0	48.2	43.6	16.2	22.2	6.5	21.4
Collingswood		18.3	.0106	6.0	6.5		46,422	.0156	2,537	7,787	7,084	10.0	2.0	11.7	5.1	43.6	31.3	21.2	23.0	13.5	38.6
Township		37.4	.0159	8.6	8.6		54,657	.0183	1,995	6,355	6,302	11.0	2.6	14.5	7.5	47.0	39.7	19.5	24.9	8.0	25.3
Gloucester City		15.0	.0088	3.9	4.3		24,209	.0081	1,614	6,207	5,515	10.9	2.8	17.2	9.6	49.5	44.9	16.2	22.2	6.2	20.5
Haddonfield		11.2	.0065	3.4	3.8		33,435	.0112	2,985		8,640	9.5	1.5	9.0	3.1	34.5	19.6	23.8	20.5	28.2	55.3
Merchantville		5.4	.0031	1.8	2.0		15,163	.0051	2,808		7,525	9.0	1.7	10.7	4.4	41.6	27.9	22.9	23.2	15.8	42.8
Cape May		43.3	.0252	14.1	15.7	21.3		.0235			4,463	30.6	9.8	23.2	18.2	32.1	36.7	8.7	15.0	5.4	22.3
Wildwood		5.9	.0034	2.1	2.3		10,083	.0034			4,399	29.9	9.8	24.5	17.6	32.3	37.8	8.6	15.3	4.7	19.6
Ocean City		7.8	.0043	2.5	3.5		13,058	.0043			5,044	35.8	10.5	21.0	13.4	25.4	28.5	9.0	14.1	8.8	35.5
Cumberland		104.8	.0008	31.3	34.8	76.2		.0575			4,903	20.0	5.8	21.6	13.6	41.3	42.6	12.6	18.8	5.1	19.2
Bridgeton		20.4	.0118	6.3	7.1		34,477	.0116			4,800	20.6	6.0	21.3	13.7	41.3	43.2	11.8	18.6	5.0	18.5
Vineland		35.3 17.8	.0206	10.2	13.0		84,598 39,748	.0316	- 6		4,961	18.6	8.4	19.7	11.8	45.3	42.9 44.6	18.8	19.8	6.8	31.8
Essex	99B	991.9	.5767	295.3	349.5	981.4	2,288,541	.7708	2,317	7,784	6,504	10.0	2.1	14.6	6.5	43.1	31.8	19,1	21.3	13.2	38.3
Newark		454.1	.3940	130.4	168.3		945,748	.8171	2,083	7,253	5,788	10.0	2.3	16.8	8.4	46.0	37.8	17.7	22.0	9.5	20.5
East Orange		85.2	.0496	27.4	34.0		235,448	.0790			6,916	10.0	1.9	11.7	4.9	41.3	28.2	21.3	23.0	15.8	43.0
Irvington		63.8					148,289	.0497	2,381	200	6,992	9.5	3.0	13.6	5.8	44.3	33.1	31.9	24.7	11.8	34.4

[&]quot;Not available



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Source Sales Management 1957 Survey

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#### THE BAYONNE TIMES

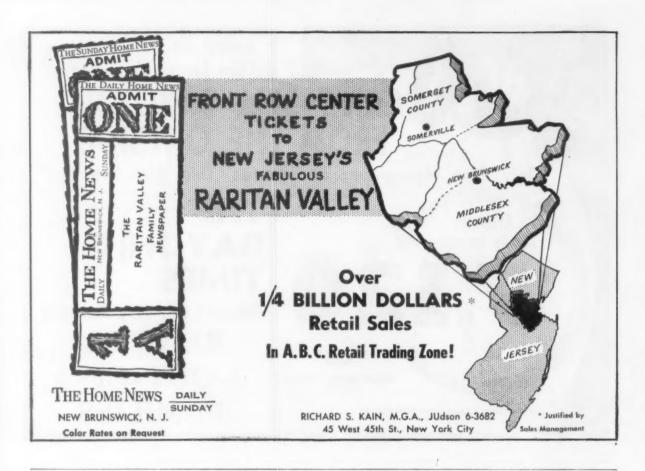
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**FAMILIES** 

The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT. EFFECTIVE
BUYING INCOME - SM ESTIMATES, 1987 POPULATION ESTIMATES, 1/1/50 **NEW JERSEY** Income Breakdawn of Heuseholds sumer Spend-ing Units Per C. S. U. 80-2,499 \$2,500-3,999 \$4,000-8,999 \$7,000-9,999 \$10,000&ov Montelair..... 25.7 60.0 46.4 .0270 13.6 16.5 142.028 .0476 3,061 10,443 8,361 10.0 1.6 11.7 32.5 18.5 19.1 16.0 .0293 2,165 7,522 Orange...... Bloomfield..... 40.3 .0234 11.6 14.0 87,260 6.214 10.0 2.2 16.0 7.5 44.2 38.9 17.8 20.7 12.0 35.7 .0436 2,343 7,710 43.1 31.4 21.9 24.2 55.6 .0323 16.9 18.6 130,292 6,984 9.6 2.0 12.5 12.9 36.8 Belleville..... .0249 2,099 7,484 44.0 32.9 21.4 24.3 11.9 74,096 6,821 2.0 13.0 South Orange ... 15.5 .0091 58,380 .0196 3,766 13,900 10,401 9.0 1.1 7.8 2.0 24.9 10.3 18.3 11.5 40.0 Maplewood Township .... 26.8 .0156 7.4 81,610 .0274 3,045 11,028 9.9 25.4 23.9 Nutley..... 30.9 .0179 80,331 .0269 2,600 9,129 .0278 2,670 9,436 1.5 37.8 23.5 8.8 West Orange... 31.1 .0181 83,036 8,349 1.5 10.7 3.9 36.5 21.9 23.1 20.9 20.9 Millburn Township 16.9 .0098 5.1 66.283 .0222 3,922 12,997 .0108 2,529 9,446 12.4 4.8 34.6 20.6 23.1 20.7 21.4 53.8 12.7 3.7 32,117 8.569 8.5 .0074 3.4 1.4 Caldwell..... 2,984 10,297 7,982 5.0 34.9 Gloucester..... 106 117.9 .0686 35.3 38.0 208,190 .0698 1,766 5,898 .0106 2,387 7.684 5,478 17.7 4.7 17.1 9.7 43.7 41.0 14.7 20.8 6.8 23.8 Woodbury .... 13.2 .0077 4.1 4.6 31,504 6.736 10.0 2.1 11.9 5.3 45.1 33.0 20.0 22.1 13.0 37.5 Hudson.... 634.7 192.7 214.7 1,280,640 .4227 1,986 6,542 5,889 10.5 8.6 47.7 40.8 17.4 22.5 8.0 2.5 16.4 25.6 Jerney City.... 302.2 .1757 88.0 101.7 592,587 .1986 1,961 6,734 5,823 10.0 47.8 25.8 20.8 9.4 Union City . . . . 55.6 .0328 18.4 116.097 .0390 2,088 6,310 5,563 12.3 3.1 17.2 47.1 42.2 16.4 7.0 23.1 Bayonne..... 79.1 .0480 22.5 25.4 160,195 .0537 2,025 7,120 6.298 10.0 2.2 12.9 6.3 47.6 38.0 19.8 23.9 9.7 29.6 51.6 15.5 .0331 1,913 6,368 18.8 10.6 45.1 15.1 21.2 Hoboken... .0300 19.1 98,706 5.144 11.5 3.0 48.6 6.0 20.1 West New York. 37.0 12.2 13.0 79,952 2,161 6,553 16.3 47.2 39.7 6.104 10.0 2.4 8.4 18.1 23.0 8.4 26.5 North Bergen Township .... 43.1 .0251 13.1 94.468 .0317 2.192 7.211 Kearny..... 12.7 80,745 6,355 10.0 2.3 13.6 6.7 47.4 38.3 19.7 24.1 40.4 .0235 11.7 .0271 1,999 6,901 9.3 28.6 .0079 1,811 6,924 Harrison ..... 15.0 3.4 4.1 23,543 5,741 10.0 2.4 15.1 7.9 48.8 41.7 18.4 23.7 7.7 24.3 Hunterdon..... 48.5 8282 14.7 15.3 8.6 80,270 .0289 1.655 5.481 5.088 20.3 5.8 22.5 13.9 38.8 39.4 12.7 8.7 21.3 Flemington.... .0021 1.0 8.615 .0028 2.328 8.615 6,003 10.0 2.1 14.2 6.3 42.8 31.2 19.1 21.0 13.9 39.4 Mercer.... 182 265.4 71.7 228.2 553,581 .1856 2,088 7,721 6,120 10.0 13.1 8.2 45.4 34.5 11.7 34.4 .1543 90.4 2.1 19.8 22.8 ▲Trenton..... 135.2 .0786 34.9 274,257 .0920 2,029 7,858 6,105 10.0 2.2 13.8 6.4 44.7 34.2 20.0 23.2 11.5 34.0 Princeton..... 14.8 .0086 3.2 9.3 .0164 3,316 15,337 5,273 30.0 7.9 30.0 14.6 49,077 10.0 24.1 4.2 .0025 9,480 .0032 2,257 7,292 6.597 11.4 6.4 45.2 34.4 17.8 20.4 12.2 36.4

SM Standard (A) and Potential ( $\triangle$ ) Metropolitan County Areas. *Not available.

Before using these figures read foreword, page 13. © SM, 1958.



NEW JEDSEV		O O	M P	PULAT	ION ES, 1/1/	58		FECTIVI YING IP		_ 0	M E	STIMAT	TES, 1	957		e "SM" e estima					
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			line	ome B	reakdow	vn of H	louseho	ids		
(continued)	tan Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spond- ing Units (thous.)	Pap. (thou- sands)	Net Dellars (000)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2, % Hsids.	%	\$2,500 % Helds.	%	\$4,000 % Halda.	0/2	\$7,000 % Halds.	%	\$10,00 % Halda	0%
Middlesex	99B	343.8	.1999	96.9	113.0	295.3	888,976	.2310	2,004	6,966	6,002	10.1	2.3	13.6	8.8	47.8	38.7	19.1	23.3	9.4	28.9
New Brunswick		43.7	.0248	11.7	17.7		93,346	.0313	2,186	7,978	5,268	10.0	2.3	11.3	5.5	49.2	39.4	19.7	23.8	9.8	29.0
Perth Amboy		42.7	.0248	12.6	14.2		84,478	.0283	1,978	6,704	5,942	10.0	2.4	15.0	7.7	48.5	40.7	18.2	23.1	8.2	26.1
Woodbridge																				-	
Township		42.2	.0245	11.1			87,304	.0293	2,069	7,865											
South River		12.1	.0070	3.2	3.7		25,163	.0085	2,080	7,863	6,748	8.6	1.8	10.8	4.8	44.7	33.1	24.3	27.2	11.6	33.1
Carteret		15.4	.0090	4.0	5.0		29,646	.0099	1,925	7,412	5,844	9.6	2.2	14.9	7.5	48.6	40.3	18.1	22.7	8.8	27.3
Sayreville		12.2	.0071	3.6	3.6		26,594	.0089	2,180	7,387	7,286	8.7	1.8	11.6	5.2	45.5	33.2	21.8	24.0	12.4	35.8
Highland Park		12.5	.0073	3.8	4.3		34,287	.0115	2,743	9,023	7,839	9.6	1.7	9.3	3.5	38.2	23.9	24.1	22.8	18.8	48.1
Metuchen		16.4	.0095	4.8	5.4		41,416	.0139	2,525	8,628	7,590	9.0	1.7	9.5	3.8	40.3	26.5	24.9	24.8	16.3	43.2
Monmouth		298.6	.1736	89.5	106.8	182.3	881,785	.1951	1,948	6,500	5,444	17.0	4.3	17.7	9.6	41.9	37.2	14.7	19.8	8.7	29.1
Asbury Park		19.0	.0110	5.7	8.1		40,562	.0136	2,135	7,116	4,987	13.8	3.4	17.8	9.7	45.6	40.3	14.4	19.3	8.4	27.3
Red Bank		14.3	.0084	4.5	5.3		33,554	.0113	2,346	7,456	6,286	11.6	2.5	14.7	6.8	43.5	33.3	18.0	20.9	12.2	36.5
Long Branch		31.5	.0183	9.8	10.8		60,766	.0203	1,929	6,534	5,626	15.0	3.7	17.4	9.4	43.6	38.0	15.2	20.0	8.8	28.9
Freehold		9.0	.0052	2.8	2.8		16,493	.0056	1,833	5,890	5,735	18.1	4.7	19.5	11.0	40.0	36.7	14.4	20.0	8.0	27.6
Neptune Township		19.4	.0113	6.3			38,265	.0128	1,972	6,074											
Belmar		6.0	.0035	2.1	2.1		11,811	.0039	1,969	5,624	5,545	20.6	5.6	21.2	12.4	37.1	35.5	13.6	19.6	7.5	26.9
Morris	99B	211.5	.1230	59.2	67.2	119.9	442,424	.1483	2,092	7,473	6,578	10.0	2.1	14.7	6.9	43.9	32.9	18.9	21.4	12.5	38.7
Morristown		18.6	.0108	5.5	6.9	-	44,777	.0150	2,407	8,141	6,400	10.0	2.0	13.4	6.0	42.7	30.8	19.8	21.5	14.1	39.7
Dover		12.2	.0071	3.3	4.0		25,614	.0086	2,100	7,762	6,320	8.5	1.9	16.3	7.7	45.0	35.1	19.4	22.9	10.8	32.4
Boonton		8.0	.0047	2.3	2.6		16,644	.0056	2,081	7,237	6,197	10.0	2.3	15.7	7.6	44.3	35.5	20.0	24.2	10.0	30.4
Madison		13.5	.0078	3.6	4.5		36,259	.0122	2,686	10,072	8,045	8.4	1.4	11.7	4.2	34.5	20.2	23.3	20.7	22.1	53.5
Ocean		73.7	.0428	24.2	26.5	24.8	118,705	.0398	1,611	4,905	4,469	27.3	8.8	22.0	15.4	36.8	42.3	9.9	17.2	4.0	16.3
Point Pleasant																		1			
Beach		5.3	.0031	1.6			9,954	.0033	1,878	6,221	4,830	18.5	5.1	19.1	11.3	43.3	42.1	12.7	18.7	6.4	22.8
Point Pleasant		7.0	.0041	2.3	2.3		11,312	.0038	1,616	4,918	4,803	22.1	6.9	21.7	14.6	41.7	45.9	10.6	17.6	3.9	15.0
Passaic	99B	372.1	.2164		127.8	357.1	777,905	.2608	2,001	6,723	6,082	10.3	2.4	15.4	7.0	48.8	38.7	18.6	23.2	8.9	27.8
Passaic-Clifton		137.8	.0799	41.7			305,673	.1025	2,226	7,330		1				1					

*Not available

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78% of the Adult Population of This Area Report That the Asbury Park Press Is the Newspaper They Read Most Often!

1957 Survey By Elmo Roper and Associates

NEWSPAPER COVERING THIS RICH, THRIVING, GROWING AREA.

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RADIO STATION WILK-AM, FM

Solid Area-City Zone Striped Area-Retail Trading Zone

NEW JERSEY

		0	M P	OPULAT STIMAT	ION ES, 1/1/	58	EF BU	FECTIVE YING IN	E NCOME	_ 6	M ES	TIMAT	ES, 19	157	The	"SM" estima	symb tes by	ols ma	rk orig	inal, e	cclu-
NEW JERSEY	tro-			House-	Con-	Urban								Inc	ome B	reakdow	m of I	louseho	lds		
COUNTIES CITIES (continued)	tan Area	(thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	per G. S. U.	\$0-2 % Hsids.	/499 % Inc.	\$2,500- % Haids.	3,999 % Inc.	\$4,000- % Halds.	-6,998 % Inc.	\$7,000 % Hslds.	-9,999 % Inc.	\$10,000 % Helds.	% Inc.
Paterson		143.6	.0834	44.4	51.9		290,089	.0973	2,020	6,534	5,582	10.6	2.6	17.2	9.2	47.6	41.7	17.3	22.9	7.3	23.6
Passaic		57.9	.0337	17.8	21.0		127,364	.0427	2,200	7,155	6,051	10.0	2.3	15.4	7.5	46.2	37.2	18.5	22.6	9.9	30.4
Clifton		79.4	.0462	23.9	25.4		178,309	.0598	2,246	7,461	6,995	9.0	1.9	12.2	5.5	44.6	33.3	22.6	25 5	11.6	33.8

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## Plainfield is FIRST among Jersey's 16 large cities.

in Income per Family
in Total Retail Sales per capita
in Department Store & Apparel Sales per capita
in Grocery Store Sales per capita
in Automotive Sales per capita

Make no mistake. Plainfield's outgrown corporate city population of 47,400 listed in tables below just doesn't represent this rich market. Nothing less than its true City Zone recently revised by the Audit Bureau of Circulations to 115,945 could possibly support the huge \$114 million sales volume.



More than 115,945 people live within 4 miles of Plainfield City Hall (A. B. C. City Zone).

And Plainfield's aggressive merchants who place more advertising in the Courier-News in proportion to population than do those of any other big market in the State will back up your advertising here to make it a profitable investment in this rich central New Jersey market.

Plainfield, N. J.

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		0		OPULAT STIMATI		58	EF BU	FECTIVI YING I	COME	_ 0	M ES	TIMAT	ES, 11	957	The	"SM"		sales			
NEW JERSEY	Me- tro-			House-	Con-	Urban								line	ome B	reskdov	wn of H	lousoho	ldii		
COUNTIES CONTINUED (continued)	poli- tan Area	Total (thou- sands)	U.S.A.	helds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- hands)	Net Dellara (000)	of U.S.A.	Per Capita	Per Hold.	per C. S. U.	50-2 % Haida.	0%	\$2,500- % Halds.	07 70	\$4,000 % Hsids.	ene.	\$7,000 % Halds.	-9,999 % Inc.	\$10,00 % Halda	
Hawtherne		16.6	.0096	5.1	5.5		38,333	.0128	2,309	7,516	6,861	10.0	2.1	11.3	5.1	44.7	33.2	21.9	24.6	12.1	35.0
Pompten Lakes		8.3	.0048	2.5	3.1		18,621	.0063	2,243	7,448	5,919	9.2	2.1	12.2	6.2	49.4	40.5	20.8	25.9	8.4	25.3
Salem	164	57.0	.0331	17.1	18.9	25.4	102,968	.0346	1,806	6,022	5,439	17.1	4.5	17.3	9.8	44.1	41.0	14.4	20.3	7.1	24.4
Salem		9.7	.0057	3.1	3.5		18,363	.0061	1,893	5,924	5,114	18.2	5.0	19.2	11.4	42.3	40.9	14.0	20.4	6.3	22.3
Penns Grove		7.4	.0043	2.3	2.5		14,444	.0048	1,952	6,280	5,629	13.8	3.5	14.0	7.6	48.5	43.3	16.7	22.5	7.0	23.1
Somerset	99B	. 124.5	.0724	34.6	39.6	76.3	245,680	.0821	1,969		6,185	10.0	2.3	15.0	7.3	45.7	36.7	19.5	23.7	9.8	30.0
Samerville		13.7	.0080	4.2	5.0		31,366	.0106	2,289	7,468	6,184	9.6	2.1	12.9	6.3	45.5	36.2	22.5	27.0	9.5	28.4
Bound Brook		9.0	.0052	2.5	2.9		17,865	.0060		7,146	6,054	10.0	2.3	14.5	7.1	47.7	38.5	18.0	22.0	9.8	30.1
North Plainfield		15.7	.0091	4.6	5.2		34,191	.0114	2,178	7,433	6,480	10.0	2.2	11.5	5.2	45.0	34.5	22.7	26.3	10.8	31.8
Sussex		38.9	.0226	11.8	12.6	10.9	60,911	.0204	1,566	5,162	4,805	21.4	6.5	25.1	16.4	38.7	41.6	9.8	16.8	5.0	19.5
Newton		6.1	.0036	1.7	2.2		11,168	.0038		6,569	4,877	13.4	3.5	19.2	11.1	47.1	44.2	13.9	19.7	6.4	21.5
Union	99B	470.6	.2736	138.9	153.5	1	1,139,748		2,422		7,422	9.6	1.8	11.5	4.9	40.8	27.9	22.7	23.4	15.4	42.0
Elisabeth		117.8	.0685	34.0	39.5	1	260,758		2,214		6,595	10.0	2.1	13.3	6.1	43.7	32.7	20.8	23.6	12.2	35.5
Plainfield		47.4	.0275	13.8	16.3		119,064	.0399		8,628	7,295	10.0	1.9	11.0	4.5	39.8	26.4	22.4	22.5	16.8	44.7
Liadea		35.4	.0206	9.7	11.2		80,070	.0269	- 9		7,134	7.5	1.5	10.1	4.3	43.9	31.0	25.5	27.3	13.0	35.9
Union Township		50.5	.0294	14.4			123,827	.0415													
Rahway		24.9	.0145	7.1	8.2		58,319	.0195		8,214	7,041	8.9	1.8	9.8	4.2	43.2	30.4	24.6	26.2	13.5	37.4
Westfield		24.6	.0143	7.2	8.1		78,805	.0264	-	10,945	9,692	9.0	1.3	9.2	2.9	29.8	15.2	24.1	18.6	27.9	62.0
Summit		20.6	.0120	5.9	7.0		66,640	.0224	- Same	11,295	9,477	9.2	1.3	9.8	3.0	31.0	15.6	21.3	16.2	29.0	63.9
Hillside Township.		23.0	.0134	6.8			57,335		2,493												
Cranford Township		23.6	.0137	6.9			64,543		2,735					1							
Roselle		21.1	.0122	6.0	7.0		52,140		2,471		7,368	7.7	1.5	9.8	4.0	40.2	27.1	27.5	28.0	14.8	39.4
Roselle Park		13.0	.0076	3.7	4.1		32,343		2,488	-6	7.754	8.0	1.5	10.7	4.3	38.6	25.2	26.2	25.8	16.5	43.2
Raston (Pa.)- Wilson (Pa.)-	4	60.5	.0352	18.4	20.2	30.8	105,177	.0353	1,738	5,716	5,187	16.5	4.5	19.5	11.9	44.1	43.1	14.5	21.4	5.4	19,1
Phillipsburg (N. J.)		64.1	.0373	18.3			120,469	.0404	1,879	6.583											
Phillipsburg		19.6	.0114	5.6	6.5		36,623	.0123		6,540	5,567	10.0	2.5	15.5	8.4	50.2	44.4	17.8	23.8	6.5	20.9
Washington		5.2	.0030	1.7	1.8		9,071			5,336	4,898	16.8	4.9	22.4	14.5	1	46.3	12.4	19.5		14.8
Total Above Cities		3,747.2	2.1787	1,099.1	1,188.2		8,373,509	2.8074	2,235	7,619	7,047	10.7	2.3	14.6	6.9	44.1	33.8	19.2	22.4	11.4	34.6
State Total		5.661 3	3.2916	1.680.5	1.918.1	4.806.3	11.956.059	4.0087	2.112	7.115	6.233	12.1	2.7	15.2	7.4	43.7	34.8	18.2	21.9	10.8	33.2

*Not available

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BERGEN COUNTY, N.J.

## 323,785 City Zone Population (A.B.C.)

#### Bergen Evening Record

Published at Hackensack, N. J.

Serving one of the nation's richest — and biggest — markets

National representative: WARD-GRIFFITH CO. INC.

	SM	POPULA ESTIMA	TION TES, 1/1	1/88	SM	E. B. I. ESTIM	ATES,	1957			SM	POPULA ESTIMA	TION TES, 1/1	1/58	SH	E. B. I. ESTIM	ATES,	1957
Total (thou- sands)	% of U.S.A.	hold (thou-	Con- sumer Spend- ing Units (thous.)	Urban Pop. (thou- sands)	Net Dollars (\$000)	% of U.S.A.	Per Cap- ita	Per H'se- hold	METRO. AREAS	Total (thou- sands)	% U.S.A.	House- hold (thou- sands)	Con- aumer Spend- ing Unita (thous.)	Urban Pep. (thou- sands)	Net Dellars (8000)	of U.S.A.	Per Cap- ita	Per H'se hold
144 9	0839	45.2	55.2	128.0	248 952	.0888	1.796	5.720	Trenton	265.4	.1543	71.7	90.4	228.2	553,561	.1856	2,086	7,72
										4,282.8	2.4902	1,274.0	1,443.0	3,985.2	9,437,237	3.1640	2,204	7,40
T	T	11,107.1	1,201.4							957	-		The	"SM" sy	mbols mar	k origin	al, ex	iclu-
	Total (thousands)	Total (thousands) 0 of U.S.A.	Total (thousands)	Total (thou-sands) U.S.A. House-hold (thou-sands) U.S.A. (thou-sands) Units (thous.)  144.2 .0839 45.2 55.2  3.873.2 2.2520 1,157.1 1,297.4	Total (thousehold of thousehold (thousehold of thousehold	Total (thou-sands) U.S.A. House-hold (thou-sands) U.S.A. (thou-sands) Units (thou-sands) (thou-sands) (thou-sands) (144.2 .0839 45.2 55.2 128.0 258,952	Total (thouse of thouse ands) U.S.A. (thouse ands) Units (thouse ands) U.S.A. (thouse and thouse and thou	Total (thouse ands) U.S.A. leave ands)   House hold (thouse ands)   U.S.A.   House hold (thouse ands)   U.S.A.   Units (thouse)   U.S.A.     Units (thouse)   U.S.A.     U.S.A.   U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.   U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.   U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.   U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.   U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.   U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.   U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.   U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.   U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.     U.S.A.   U.S.A.     U.S.A.     U.S.A.     U.S.A.   U.S.A.     U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.S.A.   U.	Total (thouse of thouse ands) U.S.A. (thouse and thouse and thouse and thouse U.S.A. (thouse u.S.A. (thou	Total (thouse ands) U.S.A. (thouse and thouse and thouse U.S.A. (thouse and thouse and thouse U.S.A. (thouse and thouse U.S.A. (thouse and thouse U.S.A. (thouse U.S.A. (th	Total (thousands) U.S.A. ands) (thousands) U.S.A. (	Total (thouse ands) U.S.A. (thouse and thouse	Total (thouse ands) U.S.A. (thouse ands) U.S.A. (1902) U.S	Total (thousands) U.S.A. and (thousands) U.S.A. (153) 45.2 55.2 128.0 236,952 .0868 1,796 5,729 Total Above Areas 4,232.8 2,4902 1,274.0 1,443.0	Total (thousands) U.S.A. (thousands) U.S.A. (thousands) U.S.A. (1907) U.	Total (thouse ands) U.S.A. (thouse ands) U.S.A. (thouse ands) U.S.A. (1500) U.S.A. (15	Total (thouse ands) U.S.A. (thouse ands) U.S.A. (thouse sands) U.S.A. (thouse ands) U.S.A. (thouse sands) U.S.	Total (thouse ands) U.S.A. (thouse ands) U.S.A. (1942) U.S

	Me-			RET	TAIL S	ALES-	CM E	STIMA	TES, 1	957		sive	estimates	by SALES	MANAGE	MENT.
COUNTIES	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (3000)	General Mdae. (\$000)	Apparel (\$000)	Furn House- Appl. (1000)	Auto- mulium (\$000)	Gas Stations (\$000)	Lamber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Atlantic	0	242,457	.1211	5,364	.0965	115	144	57,604	43,740	19,754	19,277	11,415	30,046	13,542	10,050	8,294
▲Atlantic City		139,072	.0695		.0477	130	189	26,492	29,244	14,685	16,012	8,235	14,475	4,450	5,417	5,098
Pleasantville		22,052	.0110		.0085	112	145	6,106	1,035	2,456	1,042	910	5,297	1,365	838	806
Hammonton		16,567	.0083		.0061	115	1.67	4,109	1,012	831	1,144	899	3,825	1,500	1,469	95
Bergen	99B	878,802	.4390	3,962	.5129	122	104	252,146	65,988	106,481	53,721	45,007	145,154	67,212	53,902	22,989
Hackensack		123,597	.0617		.0352	185	325	18,525	5,524	24,716	23,914	8,097	26,759	3,065	3,567	1,828
Englewood		48,300	.0241		.0237	155	158	11,599	1,815	2,173	3,374	2,257	15,705	4,315	1,606	814
Ridgewood		53,594	.0268		.0258	180	187	15,215	1,077	2,274	3,971	2,308	19,370	1.962	1,299	1,897

¹ Included in Philadelphia Metropolitan Area.

NEW JERSEY	Me-	7			AIL S	ALES-	SH) E		-	957		aive	estimates	by SALES	k original, MANAGE! Lumber-	MENT.
COUNTIES CITIES (Continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Haid. Retail Sales	Buying Pawer Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdae. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Druga (\$000)
Teaneck Township.		40,135	.0201		.0322	133	83	18,690	2,219	3,688	2,245	3,887	937	2,998	1,884	79- 68:
Rutherford		26,383	.0132		.0163	135	100	7,809	509	615	2,515	931	8,702	1,905 3,231	4,745	1,50
Pair Lawn		68,509	.0343		.0293	142	106	16,204	1,738	36,188	1,114	987	1,998	1,018	1,597	84
Garfield	- 1	10,477	.0097		.0164	93	58	5,886	1,666	978	98	1,276	5,392	701	408	53
Westwood	- 1	23,102	.0115		.0083	166	230	7,616	755 1,545	2,978	1,457		7,738	1,197	3,228	1,01
Bergenfield		35,240	.0176		.0184	128	122	8,082		5,835	3,000	1,385	5,826	1,626	487	9
Little Ferry Cliffeide Park Lyndhurst		10,926 13,703	.0055		.0045	118	145 65	868 5,463	799	238 746	735	590	2,883	728	697	47
Township		16,977	.0085		.0149	116	68	5,512	1,198	1,939	708	523	2,859	1,610	461	58
Ridgefield Borough		7,784	.0039	- 1	.0077	108	58	2,038	847	401	90		984	886	790	11
Dumont		13,249	.0061		.0111	103	55	7,153	622	730	631	143	447	598	653	84
East Paterson		25,976	.0130		.0142	112	103	11,379	1,541	2,696	1,713	938	1,285	1,865	1,984	33
Fort Lee		29,686	.0148		.0171	128	110	7,298	3,055	3,376	390	909	4,446	8,114	272	6
Lodi		17,892	.0080		.0128	93	64	6,811	1,722	1,093	525	828	1,186	1,583	2,097	51
North Arlington		13,436	.0087		.0117	106	61	6,976	1,439	650	456	200	1,050	816	605	31
Ridgefield Park		5,440	.0027		.0071	99	38	2,574	348	259	130	94	651	509	482	
Palisades Park		12,563	.0068		.0085	120	89	3,104	954	375	289	143	8,141	1,147	1,437	73
Paramus		33,364	.0167		.0145	124	148	3,350	9,200	2,289	860	4,294	5,252	8,074	2,414	1
River Edge		18,327	.0092		.0119	132	102	7,459	443	6,780	389	468	***	970	633	61
Tenafly		13,918			.0119	143	84	6,448	1,008	2,232	242	123	769	762	926	3
Burlington	106	154,582	.0772	3,282		95	71	39,345	14,372	9,540	5,026	5,086	35,389	17,636	11,508	3,4
Burlington		24,661	.0123		.0094	111	145	6,261	1,470	1,162	1,321	1,471	8,184	1,600		10.34
Camden	106	429,130		4,188		107	106	112,854	42,798	37,138		24,089	89,096	34,028	23,328	3,62
Camden Collingswood		184,568 23,370			.0826	100 126	121	41,033 9,716	15,731 572	28,058 1,470		17,738	33,220 5,193	10,235	10,352	6
Pennsauken						- 00	- 40	8 702	9 705	904	999	562	7,205	3,386	1,850	
Township		22,076			.0156	98	69	3,793	8,725	326	232 89	398	1,153	921	243	1
Glouenster City		10,664			.0074	84	60	5,044	1,476	237 1,954		3,120	3,633	1,593	346	1,2
Haddonfield		29,805			.0114	175	229	11,113 7,255		1,770		250	16,431	1,372	1,067	6
Merchantville		35,998			.0096	277	581	24,884	4,029 14,516	6,081		2,658	15,500	5,188	8,368	2,0
Wildwood		87,229		6,186		119 203	173	8,559	5,656	2,508		1,649	5,493	799	1,064	7
Ocean City		30,320			.0069	140	228	5,907	3,451	2,063		416	4,578	921	1,009	8
Cumberland		19,654		# 100		107	132	37,188	8,144	14,590		8,922	28,718	9,228	13,480	3,1
Bridgeton		190,200				124	183	10,202	1,603	4,494		2,753	7,850	3,123	3,424	
Vineland		43,000 81,534			.0146	133	198	16,377	3,778	7,918		2,819	11,143	3,034	6,734	1,7
Millville		24,308			.0107	104	117	6,679	1,474				6,441	1,630	1,643	8
Essax	999	1,288,288				128	112	306,223				80,484 49,327	229,519 92,651	58,868 22,629	41,622 14,788	33,8 15,8
Newark		687,747			.3144	119	130	134,187	76,041 5,617	142,040			22,021	4,648	2,861	3,8
Rast Orange		101,674			.0847	130	102	24,636	4,988	10,516			23,638		2,651	2,5
Irvington Montclair		80,577			.0443	121	110	17,451	1,978	6,014		2,206	20,410		3,156	1.0
Orange		86,748			.0392	145	128	14,602	8,071	5,053		3,661	7,244		1,326	1,7
Bloomfield		81,800			.0270	115	110 82	17,181	4,089			8,430	9,564	3,075		2,0
Belleville		53,176 35,716			.0219	107	87	9,709	2,750			1,140	11,059		1,676	9
South Orange Maplewood		29,900			.0161	177	184	7,300					13,928		1,418	
Township		35,313	.0176		.0221	143	118	9,688	943	3,96	624	2,007	8,891	2,048	3,804	7
Nutley		24,777			.0208	116	89	9,977	1,718			1,193	4,774	1,499		
Word Orange		30,278			.0231	122	83	9,160					6,373		1,498	7
Millburn Township		95,800			.0189	172	182	7,587	3,044			2,001	1,545		1,438	
Verona		16,301			.0093	126	109	3,946	1,460	683	439		3,536			. 1
Caldwell		19,736			.0072	180	248	7,638					2,530		565	
Qleucester		119,061	.080	3,390	.0888	87	87	29,788					31,804		9,044	3,2
Woodbury		84,200			.0120	156	223	7,092					15,364			1,1
Hudson	998	828,480				103	88	103,100					87,821		1	17,3
Jersey City		268,804			.1747	99	76	87,174					33,078			1.0
Union City	1	74,712			.0372	115	115	18,771								1,
Bayonne		68,711			.0460	100	72	23,102					7,478			1,0
Hoboken		47,861			.0297	99	80	16,822					5,061			2,0
West New York North Bergen	1	46,967			.0248	118	109	18,998								
Township		40,84			.0269	107	80	9,819					14,967 9,588			
Rearny		36,725 24,905			.0003	101	78 168	8,491					646			
Huntardon		57,200	.028	3,89	.0277	98	101	13,654	1							1,0
Flemington		17,000			.0044	310	405	4,370								
Morcor		407,310			.1847	128	132	91,136					72,28			
▲Trentou		285,58			.1045	138	183	66,949								7,
Princeton		31,87			.0147	171	188	7,38								
Hightstown		21,700			.0053	313	432	3,38								
		397,41				108	99	105,603								
Middlesex		89,74	2 .044		.0341	138	181	16,54								

Table of Contents and Indexes on Pages 3, 4, 5, 7, 9



#### THE PERTH AMBOY MARKET

includes

PERTH AMBOY, WOODBRIDGE, CARTERET, METUCHEN, SOUTH AMBOY, SAYREVILLE, SOUTH RIVER

**Effective Buying Income** 

\$294,596,000

Retail Sales

\$181,954,000

Food Sales

\$ 50,366,000

City Zone

140,821 Population 

City & Retail Trade Zone

Population . . . . . . . . . . 177,797 50,000 Households

% Coverage, Perth Amboy News 64.



Perth Amboy, The First Market in Middlesex County is served by

#### The Perth Amboy Evening News

PERTH AMBOY, NEW JERSEY

**Total Net Paid Circulation 32,729** 

Represented Nationally by

GEORGE A. McDEVITT COMPANY, INC. New York Chicago Detroit Los Angeles Philadelphia

Income & Sales: Sales Management 1958 Survey of Buying Power Circulation: ABC Publishers Statement, 30 Sept. 1957 Population & Households: ABC Audit, 12 Months 1957

NEW JERSEY	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The	e "SM" s	ymbels ma by SALES	rk original MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (1000)	General Midss. (\$000)	Apparel (\$000)	Furn House- Appl. (1000)	Auto- mativa (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$990)
Perth Amboy Woodbridge		70,233	.0351		.0296	119	142	14,776	4,958	8,876	10,088	6,879	12,792	2,360	2,223	1,529
Township		35,643	.0178		.0249	102	73	9,782	4,444	734	1,888	2,852	4,388	4,409	3,288	1,548
South River		22,256	.0111		.0090	129	159	6,700	1,358	2,526	843	834	6,202	786	629	534
Carteret		10,445	.0052		.0083	92	58	4,381	1,090	760	577	475	796	466	718	305
Sayreville		5,806	.0029		.0067	94	41	2,121	1,016	310	152	261	285	800	138	188
Highland Park		22,809	.0114		.0106	145	156	7,523	770	727	1,478	404	8,984	1,187	251	445
Metuchen		37,571	.0188		.0145	153	198	12,606	2,536	630	1,296	744	12,965	1,950	1,887	822
Munmouth		370,282	.1850	4,137	.1878	108	107	98,741	43,803	35,652	20,386	18,174	50,384	23,565	24,621	9,720
Asbury Park		60,160	.0301		.0180	164	274	8,883	6,471	15,017	7,906	4,102	9,243	1,440	1,700	1,432
Red Bank		52,167	.0261		.0152	181	311	12,104	2,445	5,171	5,268	2,541	12,417	2,382	3,736	1,321
Long Branch		32,758	.0164		.0187	102	90	9,363	2,895	2,473	1,995	1,917	6,159	1,363	2,713	1,036
Freehold		24,943	.0125		.0076	146	240	6,993	1,325	1,396	1,200	2,087	5,909	1,155	1,772	697
Neptune Township		17,448	.0087		.0113	100	77	3,841	2,879	1,272	66	638	3,288	1,394	423	424
Belmar		19,602	.0098		.0056	160	280	7,572	2,493	769	734	259	4,213	1,115	1,229	312
Miseris	99B	243,188	.1214	4,108	.1352	110	99	69,939	18,862	21,330	13,569	12,468	43,387	17,795	18,584	6,211
Morristown		70,636	.0353		.0203	188	327	17,100	2,390	12,194	6,116	5,925	13,432	2,508	4,240	1,660
Dover		37,159	.0186		.0113	159	262	10,960	2,067	2,299	3,805	1,267	10,759	1,208	1,542	818
Boonton		14,660	.0073		.0059	126	155	5,050	825	589	486	350	3,112	1,274	437	435
Madison		17,833	.0089		.0103	132	114	7,320	672	389	870	694	3,882	1,513	784	568
Ocean Point Pleasant		146,584	.0733	6,056	.0504	118	171	39,401	15,970	6,091	4,965	6,267	21,872	8,658	11,838	3,670
Beach		10,571	.0053		.0039	126	171	4,429	1,297	100	551	934	219	336	1,807	102
Point Pleasant		12,521	.0063		.0046	112	154	5,644	711	767	695	600	2,674	590	307	106
Passaic	99B	583,563	.2915	5,044	.2611	121	135	152,499	49,279	62,615	58,170	39,101	103,255	27,116	36,127	14,086
Passaic-Clifton		221,267	.1105		.1004	126	138	58,992	20,245	16,218	26,537	13,641	36,803	9,878	17,890	4,949
Paterson		244,325	.1221		.1020	122	146	52,305	17,307	38,952	30,000	22,279	42,046	8,800	9,082	6,780
Passais		111,530	.0557		.0448	133	165	27,163	9,083	9,826	22,411	11,373	15,087	3,296	2,698	2,643
Clifton		109,737	.0548		.0556	120	119	31,829	11,162	6,392	4,126	2,268	21,716	6,580	15,192	2,306
Hawthorne		18,579	.0093		.0111	116	97	4,535	1,289	501	237	486	7,495	1,353	819	411
Pompton Lakes		17,615	.0088		.0068	142	183	5,184	601	884	1,175	902	5,204	361	1,352	552
Salem	164	56,578	.0283	3,309	.0324	98	85	13,765	3,617	2,665	2,299	4,069	11,460	4,187	3,981	1,255
Salem		15,349	.0077		.0065	114	135	4,684	1,112	1,095	1,031	1,338	2,467	718	766	377
Penns Grove		14,158	.0071		.0054	126	165	4,788	1,065	686	895	1,853	1,973	768	616	226

#### Food Store Sales, 200 100 Leading Counties

Estimates, 1957, for the 200_100 counties leading in this category

		FOOD		
		STORE		
	COUNTY			FOOD
	COUNTY	SALES	County	SALES
	and	SH	Square	PER
	STATE	OM	Mile	
		Est. (In	Area	SQ.
			An on	MILE
		thousands)		
1	5 Cos., N. Y., N. Y	\$2,752,088	358	7,687
- 1	Los Angeles, Cal	2,074,818	4,080	509
	Cook, Ill			
		1,556,803	958	1,625
	Wayne, Mich	911,775	623	1,464
1	Philadelphia, Pa	507,229	127	4,703
	Cuyahoga, Ohio	589,775	456	1,293
	Allegheny, Pa		4.75	
		572,314	745	768
1	Nassau, N. Y	482,921	330	1,463
1	St. Louis, Mo	450,805	517	872
-	Baltimore, Md	427,603	638	670
		421,000	-	010
			1	
- 1	PASSAIC-BERGEN,			
		404 648	330	000
-	N. J	404,645	445	909
4 4	Suffolk, Mass	202 005	77	E 104
		392,995	77	5,104
	Harris, Tex	380,527	1,765	204
1	Middlesex, Mass	354,084	849	417
1 1	Erie, N. Y	340,432	1,089	318
1 :	Dade, Fla	The second second		
		333,859	2,109	158
	Milwaukee, Wisc	331,463	239	1,387
4 1	Nameda, Cal	311,509	834	374
	Essex, N. J	306,223	132	2,320
	Westchester, N. Y		487	
		295,232		606
1 1	Hamilton, Oh.o	273,347	415	689
1				
I s	San Diego, Cal	270,689	4,314	63
	King, Wash			121
		266,075	2,206	
	Dailas, Tex	282,676	902	291
4 5	ian Francisco, Cal	261,381	93	2,811
11	Dist. of Columbia	289,356	1,528	170
1				
1 :	Bergen, N. J	252,146	243	1,038
À E	airfield, Conn	245,408	657	374
1 1	tennepin, Minn	238,614	609	392
	Hartford, Conn	216,166	751	288
à r	New Haven, Conn	210,413	822	338
1				
4 8	Franklin, Ohio	197,338	539	368
	Multnomah, Ore	194,176	457	425
	ludson, N. J			
		193,160	63	3,068
4 1	Fulton, Ga	186,631	531	351
4 5	Santa Clara, Cal	186,622	1,312	142
1 0	Dakland, Mich	181,642	899	202
	Marion, Ind	180,080	402	448
T	with the state of			
	Buffolk, N. Y	174,100	1,177	148
	Jnion, N. J	173,559	105	1,653
4 1	Monroe, N. Y	172,434	679	254
1				
1.	Tanan Maar	970 440	222	240
	Essex, Mass	170,412	535	319
	Denver, Colo	169,405	59	2,871
	Worcester, Mass	169,405	1,579	107
	lackson, Mo	167,117	608	275
1 6	Sacramento, Cal	166,919	997	167
	Summit, Ohio	166,441	416	400
4 (	Orange, Cal	161,139	768	205
4 1	Maricopa, Ariz	160,997	9,253	17
	lefferson, Ky	160,419	387	415
			437	
<b>†</b> '	Providence, R. L	159,365	907	385
1		-		
1000	lefferson, Ala	158,437	1,120	141
4 5	Shelby, Tenn	156,047	769	203
1 0			546	
T	San Mateo, Cal	152,838		280
1 1	Passaic, N. J	12,499	202	755
		152,200	191	797
- 1	Dolaware, Pa.			189
	Delaware, Pa		gen	
1	arrant, Tex	151,441	886	
1	farrant, Tex	151,441 149,383	465	321
1	arrant, Tex	151,441		
1	Arrant, Tex	151,441 149,383 149,077	465 517	321 288
1	Tarrant, Tex	151,441 149,383 149,077 145,297	465 517 363	321 286 400
1	farrant, Tex	151,441 149,383 149,077 145,297 144,744	465 517 363 1,248	321 286 400 116
1	Tarrant, Tex	151,441 149,383 149,077 145,297	465 517 363 1,248 840	321 286 400
1	Farrant, Tex	151,441 149,383 149,077 145,297 144,744	465 517 363 1,248	321 286 400 116
	farrant, Tex	151,441 149,383 149,077 145,297 144,744 144,168 140,902	465 517 363 1,248 840 351	321 286 400 116 172 401
E C C	farrant, Tex	151,441 149,383 149,077 145,297 144,744 144,168 140,902 139,069	465 517 363 1,248 840 351 498	321 286 400 116 172 401 280
	farrant, Tex	151,441 149,383 149,077 145,297 144,744 144,168 140,902	465 517 363 1,248 840 351 496 806	321 286 400 116 172 401

### NEWSPAPERS ARE AS SOUND AN INVESTMENT AS A DIVERSIFIED PORTFOLIO OF BLUE CHIP STOCKS

Food Sales Show U.S. Consumer Sales Possibilities



3 A. B. C. NEWSPAPER CITY ZONES SHARE IN THIS MERGED PASSAIC-BERGEN AREA.

THEIR PORTION OF TOTAL FOOD SALES ARE

PASSAIC-CLIFTON \$ 92,400,000 HACKENSACK \$112,487,000 PATERSON \$ 52,305,000

Outside duplication is not a factor. The Herald News with 63,879 circulation completely dominates this part of the market.

COUNTY and STATE	FOOD STORE SALES SALES Est. (in thousands)	County Square Mile Area	FOOD SALES PER 8Q. MILE
Norfelk, Mass	127,384	418	305
Nerfolk, Va	125,461	402	312
Onondaga, N. Y	124,512	815	153
Ramsey, Minn	123,937	171	725
Freene, Cal	119,980	6,005	20
Hampden, Mass	119,892	635	189
Oklahoma, Okla	118,327	710	167
Stark, Ohio	113,480	581	195
Camden, N. J	112,654	225	501
Bristel, Mass	111,817	592	189
Arlington, Va	108,984	24	4,541
Mahoning, Ohio	107,588	424	254
Davidson, Tenn	106,082	532	199
Hillsborough, Fla	105,767	1,062	100
Middlesex, N. J	105,603	318	332
Genesee, Mich	105,377	649	162
Prince Georges, Md	104,539	496	211
Salt Lake, Utah	103,621	814	127
Henrico, Va	100,492	244	412
Kent, Mich	100,400	868	116
Monmouth, N. J	98,741	487	203
Luzerne, Pa	94,622	902	105
Westmoreland, Pa	93,594	1,028	91
Macemb, Mich	93,061	461	193
Mercer, N. J	91,136	238	396
Pinellas, Fla	90,762	309	294
Kern, Cal	90,406	8,172	11
Douglas, Nebr	87,875	344	255
Montgomery, Md	87,160	506	172
Tulsa, Okla	85,416	588	145
Albany, N. Y	85,179	537	186
Broward, Fla	85,064	1,311	65
Segdwick, Kans	84,754	1.008	84

84.098

81.891 1.789

179

New Castle, Del....

Pierce, Wash.....

The latest ABC audits show in its city zone.

HERALD-NEWS	53,120
Bergen Record	1,117
Paterson News	2,548
Paterson Call	2,833
Newark News	4,333
Newark Star-Ledger	3,516
N.Y. Herald-Tribune	3,088
N.Y. Daily News	20,709
N.Y. Journal-American	3,751
N.Y. Post	667
N.Y. Times	3,079
N.Y. World Telegram &	Sun 1,341
N.Y. Mirror	7,633

Passaic-Bergen compact square mile area has—population, buying power and retailing outlets with a proved record of phenomenal sales.

For MORE data on any classification telephone Prescott 7-6000 or write to Wm. J. Hay, General Advertising Manager

#### THE HERALD-NEWS

Post Office Box 1019
Passaic, N.J.
New York Office—60 E. 42nd St.
James J. Todd, Mgr.
Telephone Yukon 6-5542

## ONE OF THE NATION'S RICHEST AREAS

RESIDENTIAL AND INDUSTRIAL UNION COUNTY

ABC CITY ZONE - 254,526 9th NATIONALLY - E.B.I. \$8,206 per family 1957 FOOD SALES-\$173,559,000 1957 RETAIL GROCERY LINAGE 1,618,718 lines

The Elizabeth Daily Journal Sells It Best!

Figures indicate this is one of America's most desirable markets. And there's no other way to effectively tap it, except with Elizabeth Daily Journal penetration.

COLOR TOO! Modern quality full color facilities every day for completely flexible scheduling.

CIRCULATION OVER 53,000

18,143

637,939

155,682

.2187 4.503 .3415

125

99B

Elizabeth Daily Journal

WEATHER

ELIZABETH, NEW JERSEY

UNION COUNTY EDITION

THE MAJOR MEDIUM IN WEALTHY, GROWING UNION COUNTY Ward-Griffith Co., Inc. National Representatives

NEW JERS	EV	() III			NUI	MBE	R OF	OUT	TLET	8						(38)			NUI	MBE	R OF	OUT	LET	8		
Cont. from p.		Pop. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparei	F-H-A	Auto.	Gas Sta.	L-B-H	Druge		City	County	Pop. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdae.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Ridgefield ParkBerger RidgeweedBerger		12.5 24.6	92			15	2 42	1 18	4	6 21	8	1 8	11	on City	Mercer Hudson	135.2		669 256					72 17		79 25	74 31
River Edge Berger		15.6	85		4	0	3	3	0		10				Union											
RoselleUnion.		21.1	187		17	13	9	5	8	13	8	7			Easex			27			8	11	3	14	10	3
Roselle Park. Union.		13.0	112		17	12	4	8	11	7	9	2			Cumberland			88			83		24	51	37	8
RutherfordBerger SalemSalem		9.7	197	41	13	14	29 19	12	11	26	13	5		hington t New	.Warren	. 5.2	103	13	17	9	11	8	9	12	7	3
Sayreville Middle		12.2	102		41	4	2	3	1	14	2	2	11		Hudson	37.0	567	152	92	52	79	42	13	23	19	20
Somerville Somer		13.7	256	-	33	15	34	27	15		12	4	11		Essex		282	67	79		9	9	7	23	11	8
South Orange Essex.		15.5	121	26	10	11	11	7	8		6	8			Union			46		19	30	17	15	22	11	7
South River Middle		12.1	203		44	19	9	11	6	15	4	4			Bergen			22		15	22	9	12	9	5	4
SummitUnion. Teaneck TownshipBergen		20.6	250		29	21	45	21	14	20	12	7	Wild	dwood dbridge wnship	Cape May	. 5.9		77	137		27	17	12	20	11	
Tenafly Bergen		14.2	75	13	15	7	6	1	2	8	6	3	Woo	dbury	Gloucester.,	. 13.2	163	33	16	10	25	11	14	15	11	7
	Me-				F	ET	AIL	SA	LE	s <b>—</b>	S	Ø E	STIMA	TES,	1957			The	"SM estim	" syr	nbols by SA	mar	k ori	iginal.	MEN	u- T.
COUNTIES CITIES (Continued)	tro- poli- tan Area	Tota Reta Sale (\$000	10	% of U.S.A.	Ha Ret Sal	id.	Buyi Pew Inde	10	Qua		of S	dex Sales luction	Food (\$000)	Eating & Drink. Places (\$000)	General	Apparel (\$000)	House App (\$00	ie-	Automotic (\$00	VO	Ga Static (\$00	8008	Lumi Bld Hdw (\$00	g. re.	Dru (800	
Somerset	99B	107	,810	.053	3,	118	.071	17	9	9		74	29,001	10,937	4,111	5,889	8.	994	22.	818	7.	309	9	,759	2	,786
Somerville		81,	943	.0166	)		.011	7	14	6	2	100	9,942	1,530	1,863	2,843	3,	181	6,	710		765		,465		,039
Bound Brook			,636	.0093		- 1	.000		13		1	179	5,001	2,210		914		215		412		866		648		615
North Plainfield		10,	,296	.005	1		.000	01	10	0		56	2,344	1,74	483	261		870	2,	,519		939		152		433
Sussex		48,	650	.024	4,	124	.023	20	-	17	1	108	12,528	4,38	3,188	1,892	2,	354	8,	673	3,	059	5	,219		882

Union..... Elizabeth.... e Not available

Newton.....

@ SM, 1958.

173,559

38,807

44,169

12,754

81,904

17,968

43,788

16,015

116

114

Before using these figures read foreword, page 13.

5,481

113,893

26,961

1,154

46,810

11,738

52.000

7.323

17,263

4,804

38,231

8.647

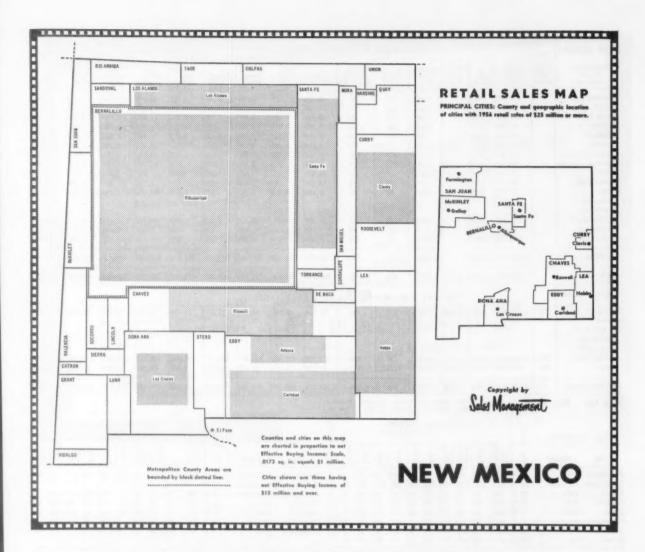
<b>NEW JERSEY</b>	Me-			RE 1	TAIL	SALE	s - 5	DES	TIMA	TES,	1957			The	"SM'	ates i	mbols n by SALE	mark ES N	AANAG!	i, exclu- EMENT.
COUNTIES CITIES (continued)	tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buyin Powe Inde:	r Qui	alty of S	dex iales uction	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Appare (\$000	4 8	Furn louse- Appl. (\$000)	Auto- motive (\$000	10	Gas Stations (\$000)		umber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Plainfield		114,038	.0570		.042	8 11	55 2	107	28,098	3,20	22,05	7 9,6	16	6,606	23,5	590	3,20	10	7,335	2,28
Linden		54,733			.025			33	13,118	5,21				2,207	15,0		5,14		7,085	1,13
Union Township		53,059			.034		-	93	15,304	5,50				3,997	4,6		3,68		6,944	1,39
Rahway		43,895 45,328			.019			51	7,817 14,455	1,83				10,214	9,7		2,10 1,99		3,393	1,41
Summit		83,569			.018			40	7,944			4		2,040	8.4		2,09	- 8	3,938	1,43
Hillside Township.		28,807		1	.016	-	-	07	9,157	1,77			83	1,425	6,3		2,98		2,296	69
Cranford Township		22,573	.0118		.017		24	83	9,619	91	3,07	0 9	92	758		590	1,55	14	2,216	83
Roselle		22,181			.014			91	12,420				29	1,079		682	1,37		590	1,07
Roselle Park		14,116			.009			93	3,150			1	50	1,089	5,2		45		1,456	1,31
Hasion (Pa.)-		61,047	.0306	3,318	.033	9 1	96	87	13,989	8,18	8 3,12	2 1,2	43	2,979	13,1	950	7,04		5,641	1,31
Wilson (Pa.)-								- 1												
Phillipsburg (N. J.)		107,586	.0887		.048	8 1	17 1	144	87,809	0.30	0 14,49	0 10.4	78	8,516	18,0	062	7.44	8	5,478	3,00
Phillipeburg		20,356	.0102		.011			89	5,163	1,98			02	756	4,1	396	3,84	14	1,241	39
Washington		18,373	.0067		.004	1 13	37 1	123	2,034	48	5 98	5 4	22	827	4,5	524	68	38	1,288	38
Total Above Cities		5,533,003	2.7643		2.669	2 13	23 1	27 1	,419,709	464,39	8 655,06	9 489,4	68	354,444	1,018,9	937	279,35	57	260,413	140,98
State Total		7,104,475	3.8492	4,228	3.727	8 11	13 1	108	,886,782	860,28	724,84	522,3	83	415,411	1,248,0	020	442,85	88	411,420	180,78
METRO, AREAS				RE	TAIL	SALE	s_ 0	E S	TIMA	TES,	1957									
Atlantic City	9	242,457	.1211	5,384	.006	8 11	15 1	144	57,604	43,74	19,75	19,2	77	11,415	30,6	046	13,54	12	10,060	8,29
(New Jersey Portion Only) Trenten	99B 152	4,763,482 407,316						106 1	,282,130 91,136					287,684 28,451	823,6 72,2		278,82 28,57		257,328 22,296	
Total Above Areas		5,413,255	2.7941	4.249	2.891	2 1	18 1	09 1	490 090	495.05	3 599,38	4 445.1			-		***		289,671	140.53
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Map, page 5  City Cou Alamogerdo. Otero. Albuquerque. Bernali Artesia. Eddy. Cievis. Curry. Farmington. San Ju Gallup. McKin Hebbs. Lea.  COUNTIES CITIES  Bernaliilo	Me-tro-tolar Area	18.5 12 183.7 1.82 18.1 16 29.4 31 25.3 28 17.1 16 11.6 25 28.3 22 7.7 16 11.6 25 28.3 22 28.3 22	11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Dther M	ER OF   D   D   D   D   D   D   D   D   D	States Nevadi OUTLET  8 13 106 106 12 18 19 22 24 7 18 8 11 13 25 88 Urban Pop. (thousands)	: Arizona, a, Utah, ITS  3 10 7 83 16 16 19 2 39 24 84 29 26 85 10 10 7 38 8 82 16 16 16 EF BU  Net Dollars (000)  369,744 314,519	7 7 87 6 12 9 5 6 10 10 FECTIVYING 1	Lass Loss Por Ross Sans Silv Twe	City Cruces. Alamos. tales. well. ta Fe. er City. umcari.  Per Hsid. C. 8,878	Count Dona An Los Alam Roosevel Chaves Santa Fe Grant Quay  ESTIM   (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1	3.7 1 1 4 1 1 4 1 1 1 1 1 1 1 1 1 1 1 1 1	140 21 1411 65 19154 21 100-3,999 1b. Inc. 4 14.7	NUN 3 42 3 42 6 6 6 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8	19 13 39 25 8 10 0-6,96 % % 34.	19 32 29 8 8 8 8 11 12 12 12 12 12 12 12 12 12 12 12 12	13 ° 12 18 23 8 7 7	ON WALL STREETS  114 3: 16 2: 16 8 8 1: 7 3: 17.7 7 17.7 5	20 1 12 28 1 14 1 18 12 28 1 19 14 1 19 17 28 1 10 14 1 10 14 1 10 14 1 10 14 1 10 14 1 10 17 2 10	
Map, page 5  City Cou Alamogerdo. Otero. Albuquerque. Bernall Artesia. Eddy. Clevis. Curry. Farmington. San Ju Gallup. McKin Hobbs. Lea.  COUNTIES CITIES  Bernalillo. Albuquerque. Catron.	Me-tro-tolar Area	15.5 1283.7 1,82 15.1 1629.4 31 228.3 22	9 24 21 3 320 0 28 8 42 2 29 POI EST	Dther M M M M M M M M M M M M M M M M M M M	ER OF 0 10 10 10 15 131 1 24 N S, 1/1/1/1 Consumer Spending Units thous.) 72.9	States Nevadi OUTLET  8 13 106 106 12 18 19 22 24 7 18 8 11 13 25 88 Urban Pop. (thousands)	: Arizona, a, Utah, ITS	Colorado Myomin 7 7 57 6 12 9 5 6 6 10 FECTIVYING 1 U.S.A	Las Los Por Ros San Silv Tue	City Cruces. Alamos. tales. well. ta Fe. er City. umcari.  Per Hsid. C.  5,878 4,434	Count Dena An Los Alam Roosevel Chaves Santa Fe Grant Quay  ESTIM  ESTIM  ESTIM  S, 089 20	(1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	7 4 1 1 4 3 3 3 5 7 1 1 5 5 7 1 1 5 5 7 1 1 5 5 7 1 1 5 5 7 1 1 5 5 7 1 1 5 5 7 1 1 5 5 7 1 1 5 5 7 1 1 5 5 7 1 1 5 5 7 1 1 1 1	264 48 440 21 1111 65 392 72 116 19 1154 21 100-3,999 18. Inc. 4 14.7 7 14.9	NUN 3 42 1 15 6 68 8 88 2 23 3 1 38	19 0 -6,36 % . Ince	19 8 8 8 6 1 1 1 1 1 1 1 1 1 7 7 1 1 1 1 8 8 5 .	13 ° 12 18 23 8 7 7	14 3: 80 8 5: 16 2: 38 8 7 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	7 20 1 20 1 26 26 1 1 3 3 12 3 12 3 12 3 12 3 12
Map, page 5  City Cou Alamogerdo. Otero. Albuquerque. Bernali Artesia. Eddy. Cievis. Curry. Farmington. San Ju Gallup. McKin Hebbs. Lea.  COUNTIES CITIES  Bernaliilo	Me-tro-politan Area	Total (thousands)  Total (thousands)  224.1 183.7 224.1 183.7 25.3 26 27.7 28.3 28.3 29.3 20.3 20.3 20.3 20.3 20.3 20.3 20.3 20	Banno D	Dther M M M M M M M M M M M M M M M M M M M	ER OF    2   80   80   80   80   80   80   80	States Nevadir	: Arizona, a, Utah, ITS  3 10 7 6 249 63 63 16 16 19 2 39 24 63 29 26 65 10 16 16 EF BU  Not Dollars (000)  369,744 314,519 2,217	Colorado Myomin 7 7 87 6 12 9 9 5 6 10 FECTIVING 1 .1239 .1055 .0008	Lass Loss Por Ross Sans Silv Twe	City Cruces. Alamos. tales. well. ta Fe. er City. umcari.  Per Hsid. C.  8,878 5,667 4,434 5,788	Count Dena Ani Los Alam Roosevel Chaves Santa Fe Grant Quay  ESTIM  ESTIM  5, 089 20 5, 116 31 8, 384 50	ATES, 1:  ATES,	\$2,5 mm series of the series o	264 48 440 21 4111 65 192 78 1116 19 154 21 meeme Bi 00-3,999 is. Inc. 7 14.9 6 20.5	NUNN 1 1 1 5 6 8 8 8 8 8 8 2 2 3 3 8 1 3 8 8 1 3 8 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1 3 8 1	19 0 0 -6,98 10 0 0 -6,98 36. Inc. 35. 34. 26. 29.	19 8 8 32 29 8 6 6 Fig. 11 12. 7 11. 11 12. 7 11. 11 12. 8 8 5. 8 10. 8 10.	13	900 900 31 11.1 11.1 11.1 15.5.2	20 1 12 28 1 14 1 18 12 3 12 3 12 3 12 3 12 4 14 1 14 1 14 1 14 1 17 2 18 1 18 1 18 1 18 1 18 1 18 1 18 1 18
Map, page 5  City Cou Alamegerdo. Otero. Albuquerque Bernall Artesia. Eddy. Cievis. Curry. Farmington. San Ju Gallup. McKin Hebbs. Lea.  COUNTIES CITIES  Bernallilo.  Albuquerque. Catron. Chaves. Roswell.	Me-tro-politan Area	Total (thousands)  Total (thousands)  224.1  183.7  Total (thousands)  224.1  183.7  23.3  24.1  37.1	14 21 13 3 320 28 8 42 21 39 97 14 21 2 29 97 13 1303 .0013 .0318 .0013	Diher M M M M M M M M M M M M M M M M M M M	ER OF E B B B B B B B B B B B B B B B B B B	States Nevadin	: Arizona, a, Utah, ITS  3 10 7 249 63 516 19 10 7 38 6 2 16 16 16 19 2 39 24 5 10 10 10 7 38 6 2 16 16 16 EF BU  Net Dollars (000)  389,744 314,519 2,217 88,978 61,088	Colorado Myomin 7 7 7 7 7 7 6 6 12 9 5 6 10 10 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	Las Los Por Per Capita 1,880 1,712 984 1,008 1,046	City Cruces. Alamos. tales. well. ta Fe. er City. umcari.  Per Hsid. C.  8,878 5,667 4,434 5,798 5,452	Count . Dena Ani . Los Alam . Roosevel . Chaves Santa Fe . Grant Quay  ESTIM  ESTIM  ESTIM  20 5,089 20 5,116 31 3,384 50 1,884 25 5,082 26	(1) (1) (1) (1) (1) (1) (1) (1) (1) (1)	30 - 7 2 3 3 3 5 5 7 1 1 4 3 3 3 5 5 7 1 1 5 5 7 1 1 2 4 3 4 3 2 4 3 2 4 3 2 5 8 5 7 1 2 4 5 2 5 8 5 7 1 2 6 5 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	100 2 20 2 20 2 20 2 2 2 2 2 2 2 2 2 2 2	NUNN 3 42 3 42 5 68 8 88 8 88 8 88 8 88 8 88 8 8 8 8 8	19 ° 13 39 25 8 10 00-6,96 99 34. 26. 29. 30.	19 8 8 8 10 9 1	13 8 7 1 18 23 8 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	ONE OF THE PROPERTY OF THE PRO	20 1 12 28 1 14 1 18 9 112 28 1 19 14 1 19 14 1 10
Map, page 5  City Cou Alamogordo Otero. Albuquerque Bernali Artesia Eddy. Clavis Curry. Farmington San Ju Gallup McKin Hobbs Lea  COUNTIES CITIES  Bernaliilo AAbuquerque Catron Caron Chaves Roswell	Me-tro-politan Arca	Total (thousands) 1 13.6	10 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Diher M Annual A	ER OF P B B B B B B B B B B B B B B B B B B	States Nevada OUTLET   9   9   12   12   12   12   12   12	TATIZONA, a, Utah, ITS  TATIZONA, ITS  TATIZONA	Colorado Myomin 7 7 87 6 12 9 9 5 6 10 10 FECTIV YING 1	Las Los Por Ros Sans Silv Tue  E NCOME- Por Capita  1,850 1,712 984 1,608 1,046	City Cruces. Alamos. tales. well. ta Fe. er City. umcari.  Per Hsid. C.  8,878 5,667 4,434 5,798 5,452 8,068	Count Dena An Los Alam Roosevel Chaves Santa Fe Grant Quay  DESTIM  ESTIM  ESTIM  5,089 20 5,116 21 3,384 50 5,082 26 4,630 30	ATES, 1:  ATES,	\$2,5 \$2,5 \$24 24 22 28 28 28	20 00 00 00 00 00 00 00 00 00 00 00 00 0	NUNUM 1 1 15 66 8 88 3 23 38 38 38 38 38 38 38 38 38 38 38 38 38	19 ° ° 8 ° 8 ° 10 ° ° ° 8 ° ° ° ° ° ° ° ° ° ° ° ° ° ° °	R OF 0  19  8 32 29 8 6  F House 8 11 11 12. 7 11 1 12. 8 5. 8 10.	13 8 12 18 23 8 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	900 14 3 38 5 2 38 5 6 8 18 7 3 3 15 15 15 15 15 15 15 15 15 15 15 15 15	0.000&ov/% % % % % % % % % % % % % % % % % % %
Map, page 5  City Cou Alamogerdo. Otero. Albuquerque. Bernall Artesia. Eddy. Cievis. Curry. Farmington. San Ju Gallup. McKin Hobbs. Lea.  COUNTIES CITIES  Bernallilo.  Albuquerque. Catron. Chaves. Roswell.	Metro-politan Area	Total (thousands)  Total (thousands)  224.1  183.7  Total (thousands)  224.1  183.7  23.3  24.1  37.1	14 21 13 3 320 28 8 42 21 39 97 14 21 2 29 97 13 1303 .0013 .0318 .0013	Diher M M M M M M M M M M M M M M M M M M M	ER OF E B B B B B B B B B B B B B B B B B B	States Nevadin	: Arizona, a, Utah, ITS  3 10 7 249 63 516 19 10 7 38 6 2 16 16 16 19 2 39 24 5 10 10 10 7 38 6 2 16 16 16 EF BU  Net Dollars (000)  389,744 314,519 2,217 88,978 61,088	Colorando Myomin Wyomin 7 57 6 6 12 9 5 6 10 FECTIVYING 1 1.1239 1.0586 0.0291 1.058 0.0291 0.0204 0.0206 0.0154	Las Los Por Ros San San Silv Twe Per Capita 1,650 1,712 984 1,608 1,606 1,304 1,560 1,304 1,560	City Cruces. Alamos. tales. well. ta Fe. er City. umcari.  Per Hsid.  5,878 5,667 4,434 5,798 5,452 5,985 5,172	Count . Dena Ani . Los Alam . Roosevel . Chaves Santa Fe . Grant Quay  ESTIM  ESTIM  ESTIM  20 5,089 20 5,116 31 3,384 50 1,884 25 5,082 26	ATES, 1:  ATES,	\$2,5 \$2,5 \$24 24 22 28 28 28	140 21 111 65 192 78 116 19 1154 21 100-3,999 18. 110. 4 14.7 7 14.9 6 20.8 2 18.1 5 18.5	NUNN 3 42 3 42 5 68 8 88 8 88 8 88 8 88 8 88 8 8 8 8 8	19 13 39 25 8 10 0-6,96 35. Install 26. 29. 30. 31.	19 8 32 29 8 6 6 7 11 12 2.7 7 11. 8 5.0 9.9 9.9 9.0 9.0 9.0 9.0 9.0 9.0 9.0 9	13 ° 12 18 23 8 7 7 7 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Olly 14 3 36 5 38 5 18 21 3 38 5 18 21 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	20 1 12 28 1 14 1 18 9 112 28 1 19 14 1 19 14 1 10

1 Included in Philadelphia Metropolitan Area. SM Standard ( $f \Delta$ ) and Potential ( $f \Delta$ ) Metropolitan County Areas.

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		0		PULAT	ION ES, 1/1/	58	EF BU	FECTIVI YING II	NCOME	_ (	M ES	TIMAT	ES, 1	957	The	e "SM" estima				ginal, e AGEMI	
NEW MEX.	Me- tro-			House-	Con- sumer	Urban								Inc	omo B	reakdov	vn of H	louseho	lda		
COUNTIES CITIES (continued)	poli- tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. thou- (sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	per C. S. U.	\$0-2 % Halds.	%	\$2,500 % Hslds.	%	\$4,000 Hsids.	%	\$7,000 % Haida.	%	\$10,000 % Hslds.	%
Dona Ana		47.0	.0273	11.6	14.0	17.7	56,844	.0198	1,209	4,900	4,047	38.2	13.2	25.1	18.8	23.4	28.6	7.7	14.2	5.6	28.2
Las Cruces		17.7	.0103	5.0	5.0		20,909	.0070	1,181	4,182	4,147	36.5	13.2	26.7	21.0	25.5	32.8	7.2	14.0	4.1	19.0
Eddy		50.4	.0293	13.9	14.4	44.5	79,932	.0268	1,586	5,751	5,517	19.7	5.2	21.1	12.3	40.0	37.9	11.3	18.2	7.9	28.4
Carlsbad		29.4	.0171	8.7	8.8		48,532	.0163	1,651	5,578	5,500	20.0	5.4	20.5	12.1	40.9	39.5	11.4	16.7	7.2	26.3
Artesia		15.1	.0087	4.3	4.7		26,655	.0089	1,765	6,199	5,625	18.7	4.7	22.2	12.2	38.4	34.6	11.3	15.4	9.4	33.1
Grant		20.8	.0121	5.6	5.8	9.5	27,021	.0091	1,299	4,825	4,645	23.4	7.4	24.2	16.9	38.8	43.9	9.8	16.7	3.8	15.1
Silver City		9.8	.0056	2.9	3.2		15,054	.0051	1,585	5,191	4,615	23.5	7.3	23.6	15.7	37.8	41.5	10.6	17.6	4.5	17.9
Guadalupe		5.8	.0034	1.3	1.4		5,035	.0017	888	3,873	3,541	46.2	19.1	25.5	23.1	20.1	29.5	4.7	10.4	3.5	17.9
Harding		1.8	.0010	.3	.4		1.985	.0006	1,103	6,617	4.471	42.3	11.8	16.0	9.7	21.0	20.8	9.0	13.4	11.7	44.3
Hidalgo		5.8	.0034	1.4	1.7	4.1	7,424	.0025	1,280	5,303	4,331	25.8	8.1	29.6	20.4	31.3	35.3	8.1	13.9	5.4	22.3
Lea		57.2	.0333	16.7	18.2	36.9	102,570	.0344	1,793	6,142	5,636	13.4	3.4	17.1	9.6	47.7	43.1	14.7	20.0	7.1	23.9
Hobbs		28.8	.0164	8.6	9.2		52,307	.0175	1,848	6,082	5,634	14.3	8.7	17.4	9.7	46.7	43.4	14.5	19.9	7.1	24.3
Lincoln		8.1	.0047	2.0	2.2		9,365	.0031	1,156	4,683	4,160	33.6	11.6	26.4	19.9	28.1	34.3	7.1	13.1	4.8	21.1
Los Alamos		13.0	.0075	3.5	4.7	13.0	32,357	.0109	2,489	9,245	6,748	4.7	.9	13.0	5.7	39.8	28.0	30.1	31.9	12.4	33.5
Los Alamos		13.0	.0076	3.4	4.7		32,296	.0108	2,484	9,499	6,747	4.4	.9	12.6	5.4	39.4	27.3	30.9	32.4	12.7	34.0
Luna		10.0	.0059	2.7	2.7	6.6	11,491	.0038	1,149	4,256	4,120	30.7	11.1	28.5	22.2	30.7	39.4	7.1	13.9	3.0	13.4
MicKinley		36.5	.0212	7.7	8.3	15.7	29,818	.0100	817	3,872	3,580	43.6	17.9	26.7	23.8	21.0	30.7	5.7	12.5	3.0	15.1
Gallup		11.5	.0067	3.3	3.3		14,355	.0049	1,248	4,350	4,338	31.8	11.0	28.3	21.4	27.5	33.8	8.3	15.5	4.1	18.3
Mora		5.8	.0034	1.4	1.4		3,903	.0014	673	2,788	2,006	08.1	37.3	22.0	26.8	8.1	18.1	1.6	5.0	2.2	14.8

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			SM	POP	ULATI	ON S, 1/1/	58		EFFI	ECTIVE	COME	_ (	M E	STIMA	res, 1	1957	The	"SM" estima	symt tes by	SALES	k origi MANA	nal, er GEME	cclu- ENT.
NEW MEX.	Me- tro-					Con-	Urban									In	come Br	eskdow	m of t	fousehol	ds		
COUNTIES CITIES (continued)	poli- tan Area			of (t	thou- ands)	Spend- lng Units (thous.)	Pop. (thou- sands)	Net Dollar (000)	rs	of J.S.A.	Per Capita	Per Haid.	per C. S. U	\$0-3	2,499 % . Inc.	\$2,500 Halds	-3,999 % inc.	\$4,000- % Haids.	%	\$7,000- % Haids.	%	10,000 % Halda.	0& ove
Otero		3	0.8	0179	7.9	10.2	15.5	42,	864	.0143	1,385	5,401	4,168	27.3	8.8	28.4	20.0	30.6	35.2	8.6	14.9	5.1	21.1
Alamogordo				0090	4.5	4.6		22,		.0076	1,477	5,087	4,916		6.8		19.1	34.1	36.5	9.4	15.2	5.7	22.7
Quay				0076	3.8	3.9			116	.0057	1,297		4,30		10.0		22.9		33.0		13.0	4.6	20.6
Tucumcari			-	0056	2.6	2.9			709	.0043	1,310				9.3	1	21.6		34.7	7.9	14.1	4.8	20.3
Rie Arriba		2	5.5	0149	5.8	5.8		17.	250	.0058	676	3,080	3,037	48.9	24.2	30.8	33.1	16.0	28.1	3.0	7.9	1,3	6.7
Reesevelt		1	8.5 .	0096	4.6	4.9	10.4	21,	175	.0071	1,283	4,803	4,240	30.7	10.8	30.2	22.8	26.8	32.7	7.8	14.4	4.5	19.9
Portales		1		0061	3.4	8.5			890	.0050	1,432				11.5		23.4	25.9	32.6	7.0	13.3	4.2	19.2
Sandoval				0067	2.4	2.5			614	.0022	570				35.9		28.6		24.6	2.2	8.7	.8	4.2
San Juan				0256	10.1	10.1			108	.0118	798				19.9		26.9		27.8		11.1	2.7	14.3
Farmington	1	1	7.1	0099	4.6	4.6		17,	779	.0059	1,040	3,865	3,849	40.8	16.0	27.8	23.5	21.7	30.1	6.2	13.0	3.5	17.4
San Miguel		2	2.3	0129	5.1	5.7	11.8	18,	372	.0061	824	3,602	3,188	52.7	24.2	24.3	24.3	15.2	24.8	5.3	13.1	2.5	13.6
Santa Fe		4	10.9	0238	10.6	12.3		57,	808	.0194	1,413	5,454	4,68	27.6	8.2	25.5	16.7		31.2	10.5	16.8	6.9	27.1
Santa Fe				0200	8.9	10.6			233	.0169	1,460		4,730		7.7		16.0		31.2		17.3	7.2	27.8
Sierra			4.9 .	0029	1.6	1.6	3.2	5,	598	.0019	1,142	3,499	3,387	50.3	22.1	26.0	25.0	16.2	25.3	4.4	10.4	3.1	17.2
Secorro			9.6	0056	2.3	2.6	4.3	8,	910	.0030	928				19.9	29.5	27.9	18.0	27.7	3.8	8.9	3.0	15.6
Taos		1		0083	3.8	3.3			478	.0032	658				29.1		30.9		22.7	2.9	8.0	1.7	9.3
Terrance	-		6.0	0035	1.4	1.4		5,	264	.0017	877	3,760	3,673	38.4	15.6	31.9	28.2	21.9	31.6	5.1	11.1	2.7	13.5
Union			5.9 .	0034	1.7	1.7	2.9	7,	787	.0026	1,320	4,581	4,49	34.5	11.8	28.7	20.6	23.9	28.2	6.6	11.8	6.3	27.9
Valencia		2	4.3	0142	5.3	5.5	4.9	19,	387	.0065	788	3,658	3,49	43.2	18.4	28.2	26.0	21.5	32.6	4.6	10.6	2.5	12.4
Total Above Cities.		40	7.7	2661	134.5	146.3		744,	945	.2498	1,628	5,539	5,09	23.2	6.6	24.4	15.2	34.1	34.5	11.8	17.2	7.0	26.5
State Total		85	8.4	4991	225.0	251.2	529.4	1,188.	395	.3910	1,359	5,182	4,84	28.6	8.8	24.9	16.8	30.8	33.9	9.7	16.1	6.0	24.4
	(		POPULA		1/1/58	10	SM	E. B. I.	TES,	1957				S	D	POPULA		1/58	1	SH	E. B. I	ATES	, 1957
-				Con-						1			-	1	-	1	Con-	1	-		1	1	1
	Total (thou- sands)	of U.S.A.	House- hold (thou- sands)	Spend ing Units (thous	d- Po (the	ip.	Net Dollars (\$000)	of U.S.A.	Per Cap- ita	Per H'se- hold		METRO AREA		thou-	of .S.A.	House- hold (thou- sands)	Spend- ing Units (thous.)	Urba Pep. (thou sands	- 1	Net Dollars (\$000)	of U.S.A	Per Cap- ita	Per H'se- hold
Albuquerque	224.1	.1303	62.9	72.	9 1	97.9	369.744	.1239	1.650	5.878	Total	Above	Area	224.1	1303	62.9	72.9	197	.9	369.744	.1239	1.650	5,87

#### 4-Way Index to Survey Data

A 4-way index listing all the data both alphabetically and in the order of their appearance throughout the book is provided for your convenience on pages 3, 4, 5, 7 and 9. Also included is a special index to the state county-city tables giving, for each state, the page numbers of the map; list of cities with population and number of outlets; population and Effective Buying Income tables; retail sales tables, and the state metropolitan area tables.

NEW MEX.  COUNTIES CITIES (continued)	Me-	RETAIL SALES— THE ESTIMATES, 1957 The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT. Total Per Lumber-														
	tro- poli- tan Area	Total Flotali Sales (\$000)	of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Food (8000)	Drink, Places (\$000)	General Mdse. (\$000)	Apparei (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwrs. (\$000)	Drugs (\$000)
iernalille	3	271,040	.1353	4,309	.1285	99	104	87,368	10,090	35,828	15,755	17,292	60,761	23,638	15,353	9,30
▲Albuquerque		266,123	.1329		.1140	107	124	56,030	18,358	35,601	15,755	16,038	60,462	22,882	15,003	9,1
atron		2,483	.0013	4,966	.0011	86	100	1,019	178	420	0 900			385	210	
haves		53,172	.0266	3,545	.0288	102	84	11,911	3,396	8,001	2,782	2,248	12,384	4,826	4,497	1,5
Roswell		50,344	.0252		.0221	102	117	10,928	3,088	6,601	3,657	2,172	12,257	8,927	4,259	1,5
olfax		14,050	.0070	4,014	.0067	85	88	2,995	1,378	2,159	330	478	2,515	1,814	1,181	4
urry		31,958	.0160	3,632	.0159	93	94	5,722	1,673	3,759	1,830	1,858	8,719	2,487	3,108	1,0
Clovis		29,883	.0149		.0143	97	101	5,310	1,469	8,591	1,830	1,771	8,719	1,820	2,852	1,0
e Baca		4,652	.0023	5,816	.0016	100	144	808	885	184	97	374	1,339	471	118	1
ona Ana		31,224	.0158	2,692	.0198	72	57	7,438	2,347	1,842	1,007	1,643	5,090	3,473	3,134	
Las Cruces		24,428	.0122		.0092	89	118	5,916	1,718	1,512	1,833	1,582	4,113	2,364	2,278	7
ddy		56,546	.0283	4,068	.0278	96	97	18,183	3,025	5,891	2,261	3,080	10,247	8,484	4,984	2,6
Carlsbad		36,538	.0183		.0171	100	107	9,985	1,915	4,118	1,564	2,065	6,891	3,602	2,880	1,4
Artesia		16,831	.0084		.0087	100	97	4,348	896	1,283	698	947	3,243	942	2,339	1,0
rant		17,894	.0088	3,198	.0006	79	74	4,448	1,235	2,864	749	999	3,713	1,543	672	1
Silver City		12,530	.0063		.0056	100	118	3,491	795	689	642	928	3,713	588	542	
adalupe		9,100	.0046	7,000	.0029	88	138	924	1,517	814	37	151	1,298	3,105	374	1
arding		1,449	.0007	4,830	.0007	70	70	89	127	657	88		141	167	127	
dalgo		5,557	.0028	3,960	.0028	82	82	478	881	798	337	102	1,223	947	307	
a		88,183	.0440	8,279	.0371	111	132	19,881	7,240	8,927	3,844	2,782	22,154	7,414	7,518	5.
Hobbs		56,444	.0282	.,	.0205	125	172	11,927	2,867	4,094	8,188	1,459	19,190	2,853	3,994	4.
ncoln		10,926	.0056	5,463	.0041	87	117	1,769	1,371	1,050	194		1,103	1,978	2,222	
s Alames		12,890	.0064	3,683	.0069	110	85	6,929	170	867	686	262	476	1,525	487	
Los Alamos		12,598	.0063		.0088	116	88	6,774	166	845	670	288	466	1,491	448	
na		12,659	.0063	4,689	.0049	83	107	3,053	787	887	448	349	2,110	2,002	1,004	1.
Kinley		31,104	.0156	4,039	.0140	66	74	5,629	3,004	4,903	1,612	837	7,757	3,428	1,277	**
Gallup		27,086	.0135	1,000	.0078	116	201	5,208	2,817	2,456	1,588	821	7,613	8,062	1,277	
ora		1,851	.0009	1,322	.0018	47	28	348	78	377			238	267	348	
ero		29,562	.0143	3,742	.0152	85	83	7,493	2,802	1,814	1,337	1,019	8,183	2,798	3,835	1,
Alamogordo		22,298	.0111	0,142	.0089	99	128	6,088	1,479	911	1,266	570	5,569	1,693	2,927	1,
my		10,807	.0084	4,423	.0089	91	111	3,187	1,958	1.092	454	324	3,110	3,653	1,168	
Tueumeari		13,649	.0068	1,100	.0053	9.5	121	2,875	1,598	998	437	824	8,076	1,944	978	
o Arriba		15,678	.0078	2,798	.0082	85	82	4,100	873	2,041	393	333	4,070	1,441	1,503	
osevelt		15,389	.0077	3,345	.0078	81	80	3,378	508	1,165	538	838	3,168	2,224	1,874	
Portales		13,872	.0069	0,040	.0058	95	113	2,945	548	946	838	830	3,168	1,860	1,534	
ndoval		2,940	.0014	1,225	.8028	42	21	803	398	1,078				633	2,00	
n Juan		62,975	.0265	5,245	.0190	74	104	9,327	3,765	8,774		1,620	12,760	7,033	4,941	1.
Farmington		37,860	.0189	-,	.0106	107	101	6,598	2,425	3,509	1,171	1,445	11,580	3,482	8,347	1,
n Mileuni		14 140	0024	0.770	0070	80	65	3,661	1,194	2,301	107	277	0.000	1 400	844	
n Miguel nta Fe		14,140 45,775	.0071	2,773	.0078	39	96	11,109	3.958	5,317	197 2,672	1,909	2,829 10,578	1,463 3,341	2,468	1.
Santa Fe		43,063	.0215	4,318	.0189	95	108	10,634	3,578	4,908	2,672	1,900	9,857	2,779	2,315	1.
erra		6,386	.0032	3,991	.0025	86	110	1,908	781	333		75	1,130		363	
		0.000	para	4 000	0044	99	-	0.454	2 000	422	004	447	0.004		404	
os		9,944 12,799	.0050	4,323 4,286	.0041	73 83	89 77	2,111	1,209 907	1,415		447 231	2,324		421 782	
rrance		8,736		6,240	.0028	80	123	770	1,309	1,467	230	73	1,212		432	
						-										
lon		8,917 25,911	.0048			97	132	1,777 5,948		738 3,288		1,081	2,058 5,324		1,385	
	-	20,011					-									
tal Above Cities		663,547	.3314		.2776	104	125	149,057	43,517	72,152	36,494		150,917	55,289	45,761	26
ate Total		922,658	.4609	4,115	.4336	87	92	204,171	69,498	104,793	41,498	41,041	199,208	99,242	87,341	35
METRO, AREA				RET	TAIL S	ALES-	SM E	STIMA	TE8, 1	957						
buquerque,	3	271,040	.1353	4,309	.1285	99	104	57,368		r	15,755	17,292	60,76	23,638	15,353	
atal Abaus Assa	-	974 040	1929	4 200	toor	00	404	82 200	50 000	20 000	15 700	17.000	80 70	22 424	10 000	-
otal Above Area	1	271,040	.1353	4,309	.1285	99	104	57,368	18,899	35,821	15,755	17,292	60,76	23,638	15,353	

#### NEW 2-in-1 MAPS

Each state map in this edition of the Survey includes a distort map based on income and a retail sales map showing the location of cities, with county outlines, that had 1956 retail sales of \$25 million or more.



#### This was Albuquerque



#### <u>si</u> sidT eupreupudlA

Here is the nation's newest billion dollar market and the nation's 90th market in retail sales—still growing at a rate 3 times above the U.S. average.

In this vital, young market, KOB Radio and KOB-TV are the undisputed leaders in their fields.

Pulse shows that KOB Radio leads in all time segments—Monday through Friday, sign-on to sign-off! ARB shows that KOB-TV commands 166 of the 256 quarter-hours of telecasting during each week.

You cannot afford to ignore this rapidly expanding market. To reach it and *sell* it most effectively and most economically, your best buys—your *only* buys—are KOB Radio and KOB-TV reaching more homes than any other media in the area.

Let your nearest Petry office or a KOB representative bring you up to date on active-buying Albuquerque.



# Something

Albany's solid growth over the past five years widened growth opportunity for the newspapers serving the market and advertisers selling in it.

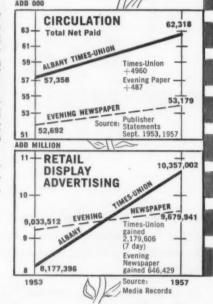
The Times-Union stepped ahead with Albany while the evening newspaper virtually stood still.

Survey of Buying Power statistics (1953 compared with 1958) for the seven counties in which Albany's ABC City and Retail Trading Zones are contained show population up approximately 7% and effective buying income up \$380 million.

Within the same period, the Albany Times-Union gained 8.6% in circulation, increased total retail advertising volume nearly 2,200,000 lines-from 8,177,396 in 1953 to an all-time high of 10,357,002 in 1957.

Given the same growth opportunity, the evening paper added less than 1% in circulation during this time and under 650,000 lines of retail advertising.

First in circulation, first in advertising-the Times-Union continues to move up with Albany. Shouldn't you move with it?



#### ALBANY TIMES UNI

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. OFFICES IN PRINCIPAL CITIES

NEW	YO	RK	_	(Otl New	her M Jer			tic St isylva											Th	e "S	M" s imates	ymbo	SALE	ark o	origin: ANAG	exclu-
		('81	NUMBER OF OUTLETS													18")	NUMBER OF OUTLETS									
Maps, page:	540, 544 County	Pop. (thous.)	Total	Feed	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs		City		County	Pop. (thous.)	Total Outlets	Food	Eat. & Orink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Sta	Ce-H Drugs
AlbanyA Amityville	luffolk Aontgomery, ayuga	8.1 32.2 37.6	541 500	31 127 127	26 123	21 24 60	185 20 63 64 23	109 8 37 38 14	66 18 20 24 16		69 16 32 30 9	62 4 13 7 7	Bi Bi	atavia. ath eacen nghami	Ste	nesee uben tchess oome stchester.	18.5 6.0 15.2 82.4 6.7	127 202 1,137	48 17 80 232 25	35 254	9 19 100	31 14 17 80 23	23 5 15 63 4	25 13 17 51 1	23 13 8 121 10	17 8 9 3 9 7 38 25 0 7
			Œ	PES	PUL/	TES,	1/1/	58			EFF BU	FECTIV	E NCOM!	- <b>(</b>	<b>W</b>	STIMATE	S, 1957	7								
	Me- tro-				House		Com-	Urba	in l								Income Breakdown of Households					ds				
COUNTIES		(thou	ja .	% S.A.	held: (thou sand:	81	nend- Po ng (the nits san		i. U=	Dolla (000	urs	of U.S.A.	Per Capita	Per Hald.	per C. S. U	30-2,41		2,500-3,			0-6,99					00& ever

15.0 SM Standard (A) and Potential (A) Metropolitan County Areas.

262.0

141.2

21.1 .0124

.1523

.0821

83.1

44.8 50.4

6.2 6.2

85.8 212.2

@ SM. 1958.

.0127

.1754 1,996 6,293

.1004 2,121 6,685

1.773 6.090

522,965

299,481

37,761

8,094

5.940 10.3 2.4 14.3

6.074

6,139 10.5

12.8 3.1

12.4 3.1

14.9

14.3

Before using these figures read foreword, page 13.

47.2 40.6 17.0 22.2

49.6 41.7 48.9 42.9

▲Albany.....

Cohoes.....

17.3 21.9

8.5 26.6

### The TRUE Binghamton

	POPUL	ATION ES, 1/1/58	COME E		NG IN- ES, 1957				RE	TAIL SAL	ES EST	IMATES,	1957			
	Total (thou- sands)	House- holds (thou- sands)	Net Dollars (\$000)	Per Capita	Per House- hold	Total Retail Sales (\$000)	Per Hald. Retail Sales	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Broome County	206.9 82.4 19.6 19.4 9.3 10.2 2.6	61.9 23.2 6.0 5.8 2.7 3.0	392,625 163,730 40,101 38,154 17,670 19,278 4,963	1,898 1,987 2,046 1,967 1,900 1,893 1,909	6,343 7,057 6,684 6,578 6,545 6,426 6,200	243,907 140,303 44,894 23,316 10,638 11,820 1,152	3,940	60.035 29.701 12.577 8.944 2.464 2.630 656	20,354 10,791 3,172 2,870 654 693 205	31,962 25,458 4,396 876 350 346 37	14,603 8,760 3,865 1,246 250 272 22	12,384 8,056 1,957 1,467 221 238 27	47,239 28,090 9,290 3,702 1,555 1,620 183	17,235 9,008 2,105 1,396 696 732 180	12,857 4,541 2,610 1,124 475 537 236	7,223 4,278 1,719 761 206 209 21
Total True Binghamton	143.5	41.5	283,896	1,980	6,820	232,123	5,590	56,972	18,385	31,463	14,415	11,966	44,440	14,117	9,523	7,194
Balance Metro Area	63.4	20.4	109,727	1,732	5,370	11,784	578	3,063	1,969	499	288	418	2,799	3,118	3,334	29

Second highest in Buying Income per Family among all Upstate New York big cities, no wonder Binghamton leads them all in per capital Department Store sales, is fourth in Furniture and Appliance Store sales, beats great New York City and Buffalo in Total Retail Sales per capita by 33% and 18% respectively.

Throughout the six part area, detailed above by S. M.), the Binghamton Press reaches more than 9 of

every 10 homes each evening and Sunday. And in an outlying area of 104,397 additional population the Press reaches 6 of each 10 homes each evening, 65 of each 100 on Sundays.

A remarkably fine market for testing with ample local wholesaling facilities, sufficient media isolation to minimize confusion, a short drive or flight from New York and intelligent helpful cooperation at a very low Milline rate.

### THE BINGHAMTON

Evening

Member: The Gannett Group of Newspapers

Sunday

Represented by J. P. McKinney & Son, Inc.

New York • Syracuse • Chicago • Detroit • San Francisco

		18.			NU	MBE	R OF	out	TLET	S					(F)			NUN	ABE	R OF	OUT	LET	S		
City	YORK	Pap. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto	Gas Sta.	L-8-H	Drugs	City	County	Pap. (thous.)	Total	Food	Eat. & Drink.	Gen'l.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
Buffalo	.Erie		7,049			1		408	196	496	226	219	HaverstrawR	ockland	5.6	140	31	28	19	9	4	6	10	6	8
	.Ontario		000	29			17	14	17	13	15	4	Hempstead						1						
Catskill	.Greene	5.2		18			13	12			6	4	TownshipNo		712.2						*				
Cohoes	.Albany			78	1	13	19	18	10	26	13	- 6		erkimer	9.4		48	24	8	16	16	10	20	12	5
Corning	.Steuben	19.3	226	38	52	13	29	18	16	18	4	- 6	HernellSI	teuben	14.9	231	47	38	12	26	15	20	16	14	3
Cortland	.Cortland	20.2	320	58	69	25	35	15	19	25	15	4	HudsonCo	olumbia	12.4	272	55	52	17	33	21	22	21	8	7
Dunkirk	.Chautaugua	18.8	274	56	69	11	26	14	18	14	16	5	IthacaTo	ompkins	34.7	409	64	74	19	43	26	22	44	16	11
East Aurora	.Erie	6.8	135	20	22	11	11	11	11	14	9	5	JamestownCl	hautauqua	42.6	642	155	115	42	79	29	35	54	27	14
East		3											Johnson City. Br	roome	19.4	242	69	60	13	16	10	11	23	10	4
Rochester.	.Monroe	8.0											JohnstownFr	ulton	11.4	169	32	28	8	14	9	12	22	5	3
Elmira	.Chemung	52.6	787	138	158	50	98	50	41	87	27	20	KenmoreE	rie	21.3	300	60	42	33	26	16	11	47	12	11
Endicott	.Broome	19.6	354	74	85	23	45	13	18	28	17	8	Kings ParkSi	uffolk	18.9					0.					
Fulton	.Oswego	14.8	257	53	52	23	20	15	11	28	15	4	KingstonU	lster	30.6	551	129	117	41	66	35	19	37	22	16
Geneva	.Ontario	18.8	298	55	61	19	35	21	14	17	13	9	Lackawanna . E	rie	31.3	328	91	116	9	15	12	6	28	10	9
Glen Cove	.Nassau	21.7	253	43	40	23	34	17	16	20	9	8	LancasterE	rie	11.2	126	27	24	8	6	6	13	15	9	3
Glens Falls	.Warren	20.4	380	72	68	25	46	30	21	23	12	14	LarchmontW	estchester.	6.7	176	27	27	12	16	14	4	15	5	
Gloversville	.Fulton	24.1	394	85	67	24	50	27	19	40	16	8	Liberty St	ıllivan	5.2	149	26	24	16	17	3	10	15	8	
	.St. Lawrence.			19	15		6	5	6	14	10	2										-		-	
Hamburg		8.5		35	46	14	22	13	15	26	12	5			.Cont	inued	on p	oage	526						

		0	M P	OPULAT STIMAT	ION ES, 1/1/	58		FECTIVI		_ 6	SM ES	TIMAT	ES, 1	957	The	"SM" estimat	symb	ols ma	rk orig	ginal, es AGEME	int.
COUNTIES	tro- poli-			House-	Con-	Urban					Income			Inc	ome B	reakdov	m of H	lousehe	lds		
CITIES	Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Hislds.	,499 % Inc.	\$2,500 % Hslds.	%	\$4,000 % Hsids.	-6,999 % Inc.	\$7,000 % Helda.	-9,999 % Inc.	\$10,000 % Haids.	%
Menands		2.2	.0013	.6			4,805	.0016	2,184	8,008											
Allegany		48.3	.0269	13.6	15.6	6.9	74,327	.0249	1,605	5,465	4,763	18.7	8.8	19.7	12.8	46.1	48.4	11.3	18.0	4.2	15.5
Wellsville		6.9	.0040	2.2	2.3		14,231	.0048	2,062	6,469	6,153	13.2	3.1	14.5	7.6	46.9	39.5	16.4	20.9	9.0	28.9
1Bronx	99A	1,421.5	.8265	436.7	452.8	1,421.5	2,956,553	.9913	2,080	6,770	6,529	10.6	2.4	12.7	6.1	46.3	37.1	20.9	25.4	9.5	29.0
Broome	16	206.9	.1203	61.9	64.2	152.5	392,625	.1316	1,898	6,343	6,114	11.0	2.6	13.4	7.1	50.0	42.8	18.0	23.3	7.6	24.2
▲Binghamton		82.4	.0479	23.2	26.9		163,730	.0549	1,987	7,057	6,070	10.0	2.3	12.0	6.0	50.0	40.8	19.1	23.6	8.9	27.3
Endicott		19.6	.0114	6.0	6.2		40,101	.0134	2,046	6,684	6,366	9.7	2.2	12.6	6.4	50.2	41.3	18.9	23.5	8.6	26.6
Johnson City		19.4	.0113	5.8	6.4		38,154	.0128	1,967	6,578	5,943	9.8	2.4	11.6	6.1	52.0	44.8	20.0	26.1	6.6	20.6

¹ The city of New York Includes Bronx, Kings, Queens, New York, and Richmond counties. *Not available

SM Standard (A) and Potential (A) Metropolitan County Areas,
Before using these figures read foreword, page 13,

© SM, 1958.

### Metropolitan AUBURN

### Largest Market in the 5-County Area between Syracuse and Rochester

Metropolitan Auburn is above all a prosperous market. Income—averaging \$6,053 in the city, \$5,543 throughout the county—is up 19%.

And a compact, easy-to-sell market — concentrated heavily in the City of Auburn . . . which contains 51% of the population and 53% of the income, and produces 70% of the retail sales.

### The Citizen-Advertiser

AUBURN, N.Y.

Represented by The Julius Mathews Special Agency, Inc.

### CONCENTRATED HEAVILY IN AUBURN

	County	Auburn	Auburn % of County
Population	74,100	37,600	51%
Income	\$121,200,000	\$64,763,000	53 %
Retail Sales	81,938,000	57,450,000	70 %
Food	20,136,000	15,186,000	75 %
Eating & Drinking	5,345,000	3,815,000	70 %
Gen. Merchandise	6,554,000	5,126,000	78 %
Apparel	5,574,000	5,317,000	95 %
FurnAppliance	5,078,000	4,554,000	90 %
Automotive	15,213,000	9,759,000	64 %
Gasoline	4,363,000	2,896,000	66 %
LumbHardware	7,404,000	3,634,000	49 %
Drug	1,712,000	1,336,000	78%

Easy to sell, of course, if you're using the Citizen-Advertiser. No other newspaper can give you a comparable solid Impact on the market's pocketbooks.

	18.)			NU	MBE	R OF	OUT	TLET	S		
NEW YORK  Cont. from p. 525  City County	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
LindenhurstSuffolk	18.6	197	32	49	21	17	8	4	20	20	4
Little Falls Herkimer	9.6	193	33	42	17	17	11	12	15	5	4
LockportNiagara	27.3	398	83	85	22	42	34	17	37	17	10
Long BeachNassau	25.0	291	74	64	28	37	12	8	13	10	11
MaloneFranklin	10.1	204	54	33	12	20	11	12	13	12	5
Mamaroneck., Westchester.	16.9	221	38	47	7	17	16	8	28	10	8
MassenaSt. Lawrence.	16.3	238	58	41	13	22	15	17	21	12	3
Mechanicville.Saratoga	7.5	169	31	39	7	16	6	8	18	8	4
MedinaOrleans	6.4	136	24	16	14	12	8	9	22	8	4
MenandsAlbany	2.2										
MiddletownOrange	23.5	375	62	90	22	44	25	15	34	20	12
Monticello Sullivan	5.0	182	32	33	19	16	12	11	12	15	6
Mount Kisco., Westchester. Mount	6.8	142	20	18	12	13	12	14	10	7	3
Vernen Westchester.	75.8	981	225	143	90	106	67	31	73	37	37
New Rochelle, Westchester, New York	73.5	787	138	123	73	111	52	30	44	31	25
CityFive Counties	7785.1	93138	27561	16, - 683		10, - 730	5110	1281	2532	2480	3387
NewarkWayne	12.8	198	23	29	40	15	13	24	12	7	3
NewburghOrange	32.4	780	186	150	56	120	42	40	54	25	18
Niagara Fails, Niagara North Hemostead	102.2	1,217	246	348	58	112	66	35	111	39	32
TownshipNassau	212.5		٠								4
Tonawanda, Niagara,	32.0	282	63	70	11	15	17	12	32	18	8
NorwichChenango	9.6		33	1		21	12	14	20	12	5
Nyack Rockland	5.9		15	-		34	15	11	11	9	6

		19.			NUI	MBEI	OF	001	LET	8		
City C	County	Pop. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
OgdensburgSt. I	Lawrence	18.9	235	50	35	18	27	18	14	33	13	4
OleanCatt		24.6	389	70	59	32	44	28	24	29	14	10
OneidaMad		12.4	178	25	28	15	18	14	11	21	12	8
OneontaOtse		14.7		37	52	28	30	15	18	24	21	
OssiningWes		17.8	213	38	41	16	23	7	12	22	12	9
OswegoOsw Oyster Bay		23.2		81	81	21	32	18	13	28	7	7
TownshipNas	sau	262.1										
PatchogueSuff		8.4	271	42	30	25	38	18	16	25	12	9
Peakskill,Wes		18.3	343	84	79	29	40	19	12	28	19	9
Penn Yan Yate		5.6	148	23	23	5	10		13	15	15	3
PlattsburgClin		18.5	309	81	56	28	28	16	22	23	13	8
Port Chester Wes		24.7	440	88	84	57	61	22	13		14	13
Port JervisOra	nge	9.4	228	49	47	14	21	10	13	20	13	
Potsdam St. I		7.7	120	21	28		14	4		18	3	2
Poughkeepsie Dut	chess	41.4	822	152	155	82	96	36	32	65	42	25
RensselaerRen		11.3		43	29	8	3		4	13	8	7
Rechester Mo	nroe	347.8	4.123	990	801	293	392	221	138	369	190	125
RomeOne		48.8		101	98	28	48	29	29	49	23	11
RysWes		13.7	149	19	29	10	15	8	11	15		7
SalamancaCati		8.9		28	28	4	8	12	8	12	4	4
Saranac Lake, Fran	nklin	7.0	143	21	31	9	23	8	8	8	4	4
Saratoga SpringsSara	otono.	16.5	311	54	92	14	28	20	13	23		7
	stcheater.	17.6		29		14	12	6	2	17	8	8
Schenoctady Sch			1.484	351		104	135	72	58		-	48
EcotiaSch		8.6		23		11	5	1	90	18	6	8
Eouthampton . Suf		4.4		19			18	6	10			3
foring Valley, Roc		8.0		44			12	7	8		6	5

		0		OPULAT STIMAT	ION ES, 1/1/	58	EF: BU	FECTIVI	COME	_ 6	ZA) ES	TIMAT	ES, 1	957	The	e "SM" e estima	symb	ols ma	rk orig	girai, e AGEMI	xcin- ENT.
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	came B	reakdov	m of H	lemanho	lds		
(continued)	tan Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (theus.)	Pop. (thou- eands)	Not Dollars (000)	of U.S.A.	Per Capita	Per Haid.	Per C. S. U.	80-2, % Haida.	,498 % Inc.	\$2,500 % Hsids.	-3,999 % Inc.	\$4,000 % Hslds.	%	\$7,000 % Halds.	%	\$10,000 % Halds.	%
Cattaraugus		83.0	.0483	24.8	26.2	36.0	138,608	.0458	1,646	5,508	5,206	17.2	4.8	18.3	11.2	48.4	46.3	13.1	19.7	5.0	18.0
Olean		24.6	.0148	7.4	7.7		43,545	.0146	1,770	5,884	5.819	15.3	4.0	15.8	9.0	47.0	43.6	18.5	31.7	6.4	31.7
Salamanoa		8.9	.0052	2.7	2.8		15,250	.0051	1,713	5,648	5,408	14.8	4.0	16.5	9.8	48.7	47.0	15.0	21.9	8.0	17.3
Cayuga	176	74.1	.0430	21.9	22.7	37.8	121,200	.0407	1,636	5,534	5,336	16.3	4.5	17.5	10.5	47.5	48.6	13.6	20.3	5.1	18.1
△Auburn		37.6	.0218	10.7	11.4		64,763	.0217	1,722	5,053	5,675	11.7	3.0	14.7	8.2	51.6	46.9	15.9	21.8	6.1	30.1
Chautauqua	218	146.8	.0854	46.6	46.6	86.0	253,820	.0851	1,729	5,447	5,436	15.9	4.4	17.1	10.3	48.2	47.4	13.9	20.6	4.9	17.3
△Jamestown		42.6	.0248	14.2	15.2		88,989	.0299	2,088	6,265	5,841	10.7	2.7	13.6	7.3	52.0	45.7	17.0	22.5	6.7	21.8
Dunkirk-Fredonia.		80.0	.0158	8.0			47,500	.0159	1,786	5,938											
Dunkirk		18.8	.0109	5.7	5.8		32,338	.0108	1,720	5,673	5,485	12.0	3.3	15.6	9.2	53.2	50.9	14.6	21.1	4.6	15.6

SM Standard (A) and Potential ( $\triangle$ ) Metropolitan County Areas. *Not available

Before using these figures read foreword, page 13. © SM, 1958.

### How can Elmira be so Productive?

Top in Total Retail Sales per capita*

Second in Food Store Sales per capita. (Only Rochester leads it).*

Second in Automotive Sales per capita*

Second in Gasoline Filling Station Sales per capita. (Only Binghamton beats it)*

Top in Building Material & Supply Sales per capita.*

Fourth in Drug Store Sales per capita.*

* Among all Metropolitan Cities in New York State.

The truth is Elmira's 52,600 listed population in Sales Management's tables does not include half again as many who are outside the city only by the thickness of a sign post. Places like Elmira Heights, West Elmira and Horseheads, contiguous to the city limits on all sides, feed in a constant stream of shoppers; build up an area of urbanized buying population of at least 75,000. These per capita sales figures prove it.

And 164,000 more people live in the surrounding circulation area where the Elmira newspapers deliver 70% family coverage. They do much of their big ticket buying in Elmira.

Testing a food product? Elmira's Wholesale-Retail Ratio is the best balanced in New York State meaning perfect distribution facilities without confusion of other markets.

### THE ELMIRA STAR-GAZETTE & ADVERTISER . THE SUNDAY TELEGRAM

Members: The Gannett Group of Newspapers.

Represented by J. P. McKinney & Son, Inc.

New York . Syracuse . Detroit . Chicago . San Francisco

		3		NUM	BER OF	OUTLE	TS						3			NUP	MBEF	OF	OUT	LETS	1	
NEW YORK		Pap. (thous.)	Outlets	Eat. & Drink. Gen'l.	Mdse. Apparel	F-H-A Auta.	Gass Sta.	Drugs		City	С	eunty	Pap. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdee.	Apparel	F-H-A	Auto.	Sta.	Drugs
Suffern Rockiar Syracuse Ononda Farrytown Westch Tonawanda Erie Frey Renesel Tuckahoe Westch Utica Oneida	ga ester. aer	214.0 2, 10.6 20.1 78.3 1, 6.1	138 21 120 00	33 91 191 27	10 17 84 228 7 16 24 23 80 116 11 3 37 188	58 3	7 7	9 4 78 71 8 6 8 9 25 30 5 7 42 41	w w w		Alba AlieginsWes illeErie		38. 18. 6. 50. 6. 180.	0 210 9 154 2 946	83 28 145 16	52 23 144 30	48 11 8 74 7 131	66 5 18 148 10 188	28 8 13 88 8 104	30 8 13 29 7 47	28 10 71 20	23 1 7 15 44 2 12 50 7
	Me-		M PO	PULAT	ION ES, 1/1/	58		EFFECTIVE BUYING II	COME	_ (	74) E	TIMAT	ES, 19	67	The	"SM estim	l" syr iates l	nbels by SA	mar	k ori MAN	ginei, ( AGEM	ENT.
COUNTIES	tro- poli-			House-	Con-	Urban					Income			inc	omn Br	reakde	wn sf	Hau	echol	ds		
CITIES (continued)	tan Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dellar (000)	% of U.S.A.	Per Capita	Per Held.	Per C. S. U.	80-2, % Heids.		\$2,500- % Haids.		\$4,00 % Halds	die	-	7,000- % aids.	CF	\$10,00 % Helds	00&ove
Chemung	203	100.8 53.6 42.6 9.6	.0306	31.0 16.0 12.6 3.3	17.5	9.0	180,3 97,5 89,4 17,5	.0326 143 .0232	1,849	5,080 5,611	5,814 5,544 5,232 5,495	14.6 13.0 17.5 15.5	3.8 3.3 4.9 4.2		9.3 8.7 11.7 10.3	47.9 49.4 48.1 48.1	44.: 45.: 45.:	7 11 3 1 8 1	5.9 1.8	21.8 23.1 17.7 19.4	8.0 6.2 5.8 5.7	20.6
		1				21.0	83.1	.0286	1 488	5,761	4.913	16.8	4.7	16.3	11.2	47.6	47.	8 1		19.3	4.8	
Clinten		87.6 18.8 45.8 12.4	.0108 .0284 .0073	4.8 14.1 3.8	7.6 14.8 4.6	12.4	34, 74,1 33,	102 .0118 955 .0253 164 .0074	1,848 1,847 1,787	7,108 5,316 5,833	4,828 5,189 5,415	10.1 17.0 13.0	3.6 8.1 3.7	14.7 19.3 17.1	8.1 12.2 9.9	53.3 46.0 49.1	46.	9 1	2.0	21.6 18.4 20.6	6.1 4.8 5.6	17.4
Clinten		18.8	.0108 .0264 .0073	4.8 14.1 3.8	7.6 14.8 4.6 14.1	12.4	34,1 74,1 33,	102 .0118 955 .0253 164 .0074 102 .0241	1,848 1,847 1,787 1,688	7,108 5,316 5,833 5,589	4,828 5,189 5,415 8,081	17.0	8.1	19.3	12.2	46.0	48. 48. 47.	9 1 8 1 0 1	2.0 4.3 2.0	18.4	4.8	17.4 19.3 18.3

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## FULTON COUNTY is on the MOVE!

"Wide-awake civic-minded Industrial Development Corporation brings in new industry. Diversification now supplements the established leather and glove industries. Things are really looking up!"

## MORE WAGE EARNERS MORE MONEY TO SPEND

(\$600,000 Added Payroll)

The Leader-Herald reaches a city zone and trading area market of 75,850 Population . . . \$136,856,000 Income . . . \$91,120,000 Retail Sales.

THE LEADER-HERALD GLOVERSVILLE-JOHNSTOWN, N. Y.

Represented by
The Julius Mathews Special Agency, Inc.

NEW YORK		0		OPULAT STIMAT		88	EF BU	FECTIVI YING IF	COME	_ (	SM E	TAMIT	TES, 1	967		e "SM" e estima					
COUNTIES	Me- tre- poli-			House-	Con- sumer	Urban					Income			Inc	come B	Ireakde	wn of H	louseho	lds		
(continued)	Area	Tetal (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pap. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Haids.		\$2,500 % Hsids.	-3,999 % Inc.	\$4,000 % Hskts.	-6,399 % . Inc.	\$7,000 Hsids	-9,999 % . inc.	\$10,00 Hslds.	%
Dutchess	257	159.5	.0927	42.2	48.3	66.8	281,122	.0943	1.783	6,682	5,812	10.8	2.6	13.8	7.1	49.6	42.2	17.8	22.9	8.0	25.2
△Poughkeepsie		41.4	.0241	12.8			87,932	.0294		6.870	6.092	10.0	2.3	12.4	6.3	49.6	40.8	19.4	24.1	8.6	26.5
△Beacon See Newburgh-		15.2	.0088	3.9	4.4		27,780	.0094	1,828	7,123	6,265	9.8	3.2	10.7	5.3	49.2	39.6	21.8	26.5	8.8	26.4
Beacon																					
Erlo	21	1,080.5		318.3			2,045,303	.8857		8,426		10.8	2.6	13.0	6.8	50.0	42.4	18.3	23.4	7.9	
Buffalo		602.5		175.6	195.8		1,167,124		1,937	6,646		10.0	2.4	12.5	6.5	51.5	48.5	18.3	23.4	7.7	
Kenmore		21.3	.0124	6.6			48,341		2,270			7.1	1.5	8.5	3.8	47.7	34.9	25.5	28.2	11.2	31.6
Lackawanna See North Tona- wanda-Tenawanda		31.3	.0182	7.6	8.7		52,847	.0177	1,688	6,954	6,069	9.5	2.2	10.4	5.3	51.4	42.9	21.4	27.1	7.3	22.5
Tonawanda		20.1	.0117	6.1	6.1		38,393	0120	1,910	6 904	6,200	10.0	2.4	11.9	6.3	61.2	43.8	20.0	25.8	6.9	21.7
Hamburg		8.5					17.618		2.073		7,147	9.8	2.0	10.4	4.8	44.3	32.7	23.6	26.3	11.9	
East Aurora		6.8					13,544		1,992			12.8	3.0	13.5	6.8	44.9	37.4	20.0			27.7
Lancaster	1	11.2		1			19,876		1,775			10.0	2.5	13.2	7.8	53.5	48.2	17.8	24.3	5.5	
Williamsville		6.2			i.		13,113		2,115			10.2	2.1	10.4	4.8	43.4		24.4	27.4	11.6	33.4
Essex		36.4	.0212	10.6	10.6	8.7	51,517	.0173	1,415	4,860	4,850	20.2	6.3	21.2	14.3	45.4	50.0	9.7	16.1	3.5	13.3
Franklin		46.0	.0267	12.7	14.3	20.9	70,052	.0235	1,523	5,516	4,892	18.5	5.3	20.4	12.9	45.5	46.9	10.6	16.5	5.0	18.4
Malone		10.1	.0059	2.9	3.6		17,066	.0057	1,690	5,885	4,682	16.6	4.8	19.2	11.9	47.6	48.6	12.0	18.5	4.6	16.2
2Saranae Lake		7.0	.0041	2.4	2.4		13,229	.0044	1,890	5,512	5,402	19.0	5.2	19.7	11.8	43.3	42.4	11.5	17.1	6.5	23.5
Fulton		53.8	.0313	17.8	17.8	35.7	94,184	,0316	1,751	5,291	5,277	17.6	5.0	18.6	11.5	46.6	47.2	12.5	19.1	4.7	17.2
Johnstown		35.5	. 0.000	11.7			65,098	.0819	1,834	8,563				1		1					
Gloversville		24.1	.0140	8.1	8.3		44,156	.0148	1,832	5,451	5,288	16.9	4.7	18.3	11.2	47.0		12.7	19.1		18.2
Johnstown		11.4	.0066	3.6	3.8		20,936	.0071	1,836	5,816	5,437	13.7	3.7	16.5	9.6	49.7	47.1	14.6	20.9	5.5	18.7
Genesee		51.2	1	1		24.2		1	1,684			13.6	3.6	15.8	9.0	1000		14.9	21.0	5.9	
Batavia		18.5					34,880			6,459		10.0	2.4	13.7	7.2	52.3		16.4	21.2	7.6	
Greene		29.6	.0172	9.0					1,422			22.5	7.4	22.1	15.7	43.3		9.5	18.8	2.8	
Catskill		5.2					8,980					15.4	4.5	18.3	11.4	49.1	50.7	13.5	21.1	3.7	12.3
Hamilton		4.2	.0024	1.3	1.3		6,247	.0021	1,487	4,805	4,751	20.3	8.4	22.3	15.3	45.3	50.7	8.8	14.9	3.3	12.7

Before using these figures read foreword, page 13.

① SM, 1958.

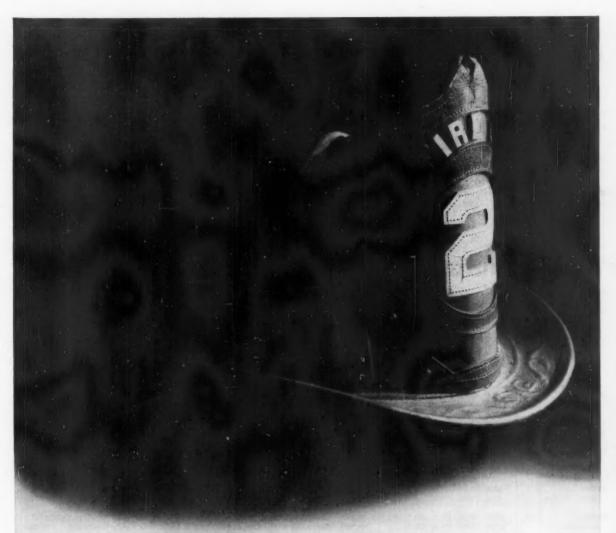
### MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK!

WOR radio

The Station With The Largest Audience in America

*National spot and local

Source: Broadcast Advertisers Report



## Symbol of service

WGR-TV, Buffalo, like the fireman, is dedicated to never-ending service to the community.

Serving 534,668 TV homes in the 14th largest community in the United States is a big jobeven bigger when you add the 559,361 Canadian TV homes in WGR-TV's coverage area.

This calls for constant alertness to the needs of rural and urban viewers...for the right combination of education, information and entertainment.

In delivering top ratings month after month, year after year, at a low cost per thousand viewers, WGR-TV serves the advertiser as well as the community.

WGR-TV, Symbol of Service in Buffalo, is affiliated with the ABC Television Network. Represented by Peters, Griffin, Woodward, Inc.



### TRANSCONTINENT TELEVISION CORPORATION

WROC-TV, Rochester • WGR-Radio, WGR-TV, Buffalo • WSVA Radio, WSVA-TV, Harrisonburg Offices: 70 Niagars St., Buffalo, MOhawk 2300 • 15 E. 47th St., New York, PLoza 1-3030

TAS

## CITY ZONE

HERKINER | Compact Market of Top-Income Families*
... and Unmatched Buying Activity** Blanketed by

the Evening Telegram . . . Alone

26,600 Population • \$50,425,000 Income • \$40,200,000 Sales

The Herkimer Evening Telegram offers advertisers one of the top-quality market "packages" in the state 66% of Herkimer County's urban population . . . its top-income families . . . and sky-high sales indexes.

In Herkimer-hub of this quality market total retail sales are 100% above-DOUBLE-average volume. Food sales 166% above! General Merchandise 102%! Furniture - Appliance 190%! Automotive 140%!

Outside newspapers run out of sales power on the edge of this preferred market. The Telegram's 7,200 net paid circulation alone gets you inside its 8,300 homes-87.6% coverage.

*Herkimer's \$7,224 Family Income, and City Zone's \$6,075, compare with \$5,439 for the county, \$5,923 for the U.S.

**No city within 90 miles, in any direction, can match Herkimer's Sales Production Index of 200which compares with a 122 average index for New York state cities.

#### **EVENING** TELEGRAM THE HERKIMER, N. Y.

Data: S.M. Survey of Buying Power

Represented by The Julius Mathews Special Agency, Inc.

NEW YORK		0		OPULAT STIMATI		58		FECTIV		_ (	SH ES	TIMAT	ES, 1	967		"SM"					
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	come B	reakdov	en of F	fouseho	ide		
CITIES (continued)	tan Area	Total (theu- sands)	U.S.A.	holds (thou- aands)	Spend- ing Units (thous,)	Pep. (theu- sands)	Net Dollars (000)	% U.S.A.	Per Capita	Per Hald.	Per C. S. U.	80-2, % Heids.	499 % Inc.	\$2,500 % Halds.	% Inc.	\$4,000 % Halds.	%	\$7,000 % Hsids.	%	\$10,000 % Haida.	%
Herklmer	155	83.6	.0370	19.5	19.5	40.1	106,064	.0365	1,068	5,439	5,427	17.1	4.7	18.2	11.0	46.5	45.8	12.7	18.9	5.5	19.6
Herkimer-Ilion		19.0	.0110	5.7			85,933	.0190	1,891	8,304											
Herkimer		9.4	.0054	2.6	3.2		18,782	.0063	1,998	7,234	5,744	9.6	2.3	11.4	5.9	51.7	43.4	19.9	25.4	7.4	22.8
Little Falls		9.6	.0056	3.0	8.0		16,751	.0056	1,745	5,584	5,481	14.3	3.9	17.6	10.3	49.7	48.0	13.1	19.3	5.3	18.6
Jefferson	275	87.9	.0611	28.9	28,2	40.2	145,713	.0489	1,658	5,417	5,160	18.2	5.2	18.9	11.6	45.7	48.2	12.2	18.7	5.0	18.3
△Watertown		35.8	.0308	11.0	13.7		70,407	.0236	1,967	6,401	5,521	12.2	3.1	15.3	8.4	49.8	44.8	15.6	21.0	7.1	23.2
1Kings	99A	2,587.8	1.5047	702.8	830.6	2,587.9	5,288,132	1.7724	2,043	6,668	6,384	11.2	2.6	13.5	8.8	48.4	37.9	19.6	24.2	9.3	28.5
Lawis		23.9	.0130	6.8	6.9	4.1	33,278	.0111	1,392	4,894	4,759	21.2	6.6	21.4	14.5	43.9	48.7	10.0	16.7	3.5	13.5
Livingston		40.7	.0236	11.0	11.8	11.9	80,126	.0202	1,477	5,466	5,147	17.7	5.0	18.7	11.6	45.6	45.9	13.1	19.9	4.9	17.6
Madison		82.3	.0304	15.0	17.1	21.8	88,928	.0298	1,700	5,929	5,193	16.1	4.4	17.8	10.2	48.9	48.0	13.4	19.5	8.0	20.9
Oneida		12.4	.0072	3.9	3.9		22,570	.0076	1,820	5,787	5,687	14.6	3.8	15.9	9.1	48.5	45.1	14.9	21.0	6.1	21.0
Menree	119	874.9	.3343	178.1	187.1	470.8	1,191,542	.3905	2,073	8,880	6,367	10.7	2.5	13.0	6.4	48.2	39.3	18.9	23.3	9.2	28.5
ARochaster		347.8	.2028	107.0	118.8		724,997	.2430	2,085	6,776	6,099	10.0	2.3	12.6	6.3	49.9	41.3	19.0	23.8	8.5	26.3
East Rochester		8.0	.0046	2.1	2.3		15,585	.0053	1,948	7,421	6,712	8.0	1.7	9.8	4.7	48.5	37.3	23.8	27.7	9.9	28.6
Montgemery		81.3	.0358	19.2	19.3	39.4	116,991	.0399	1,941	6,197	6,137	13.1	3.2	14.6	7.8	47.0	40.7	17.4	22.7	7.9	25.6
Amsterdam		32.2	.0187	9.5	10.5		67,090	.0225	2,084	7,063	6,342	10.0	2.2	11.9	5.8	48.4	38.7	20.1	24.3	9.6	29.0

1 The city of New York includes Bronx, Kings, Queens, New York and Richmond counties. SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

### Amsterdam Market's Income Up 13%

Growing Diversification Big Factor in

\$118,991,000 Buying Power

FAMILY INCOME \$6,197

FAMILY INCOME \$7,062

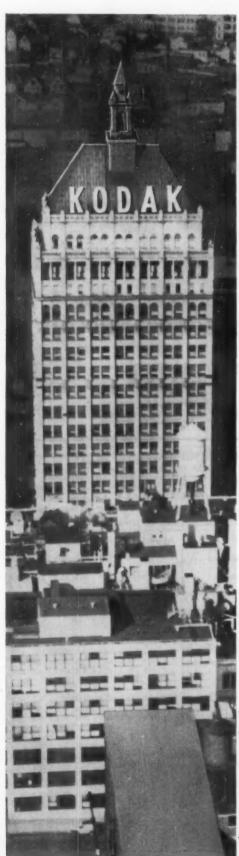
With that kind of buying power, local families loom larger in your upstate advertising plans . . . year after year. Sales in 1957 totaled

The growing Amsterdam market is covered thoroughly by the Amsterdam Recorder—with 92% coverage of the city... where 53% of the county's population, 56% of the income and 62% of the sales are concentrated... and 72% coverage of the entire county. The Recorder alone delivers Montgomery County.

AMSTERDAM EVENING RECORDER—AMSTERDAM, N. Y.

### Covered Solidly by The RECORDER—ALONE

Populatio	n		*	*						è						61,300
<b>Families</b>													ж.			19,200
Income .					4		+			×	·			,	.\$	118,991,000
Retail Sa	les		*		×	ė	*	*				*				65,568,000
Food					*			*	,	*		,	*			18,197,000
Gen. Md	se.			*			×	*	*	*	×	4	*			4,417,000
Apparel			*	×	×	8				×				è		4,318,000
FurnAp	pli	a	n	C	8									,	.\$	3,469,000
Automot	ive				×		*				ĸ	*		,		11,838,000
Gasoline		,	. 9				*	, ie				*	*			4,271,000
Lumber-	Hai	re	İ	N	al	re	9							,	,	4,749,000
Drugs					,											1,548,000



### How's Business?

## In Rochester, N.Y. It's Stable!

As THIS publication goes to press Rochester's record on the development of unemployment is the lowest reported by the U. S. Department of Labor in all Up-state N. Y.

So no wonder that year after year Sales Management continues to rate Rochester, among all seven giant cities of 100,000 or more population in New York State, as the leader in its "Quality of Market Index" and in its "Sales Production Index."

Rochester's manufactures are largely branded, advertised, consumer products which vary least with the vagaries of heavy industrial, defense or agricultural conditions.

In this eight county market of 3/4 million people these newspapers afford outstandingly thorough circulation coverage. And at the lowest milline rate of any standard size newspaper in New York State.

. . . Almost Every Family in Metropolitan Rochester Buys and Reads One or Both of these Two Great Newspapers

### ROCHESTER TIMES-UNION

Democrat Chronicle

MORNING AND SUNDAY

Members: The Gannett Group of Newspapers

Represented Nationally by J. P. McKINNEY & SON, INC.

New York • Syracuse • Chicago • Detroit • San Francisco

## ROME is where the Buying Power is ...

Rome's family income — \$6,207 — is the highest in the county. The Rome market — 135,700 people — has a total income of \$226,597,000 . . .

eager spending money in the hands of farmers and industrial wage earners and their families—plus more than 7,000 civilian, civil service personnel and 2,000 military at the Griffiss A.F.B. electronic research and development center and depot.

### INDEPENDENT OF OUTSIDE INFLUENCE

This rich market in New York's "Inner Empire" is independent of outside newspaper influence — is covered only by the Rome Sentinel. Check the A.B.C. figures.

Concentrate Your Advertising
Where the Money Is—in the Rome Market

135,700 PEOPLE \$226,597,000 INCOME

### ROME DAILY SENTINEL

ROME, N. Y.

Call, Write or Wire W. S. DeHimer, Adv. Dir. for Merchandising Cooperation, Surveys or Additional Market Information

FULL COLOR AVAILABLE AFTER JULY 1, 1958

NEW YORK		0		OPULAT STIMAT		/58	EF BU	FECTIVI	E NCOME	_ (	M E	STIMA	TES, 1	957	The	e "SM" e estim	" symb	SALES	rk orig	ginal, e AGEME	xelu- ENT.
NEW YORK	Me- tro- poli-			House*	Con- sumer	Urban					Income			Inc	oma B	reakdo	wn of H	louseho	ilds		
CITIES (continued)	Area	(thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou-sands)	Net Dellars (000)	% of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Hsids.	% Inc.	\$2,500 % Hskts.	-3,999 % Inc.	\$4,000 % Halda	%. Inc.	\$7,000 % Halda	9-9,999 % . Inc.	\$10,000 % Hslds.	
Nassau	99A	1,233.5	.7172	365.2	371.3	1,233.5	3,175,522	1.0647	2,574	8,695	8,550	8.5	1.5	9.1	3.4	40.8	25.3	22.5	21.1	19.1	48.7
Township North Hempstead.		712.2	.4141	220.0	220.0		1,937,392	.6496	2,720	8,806	8,805	8.6	1.5	9.0	3.3	40.4	24.5	22.0	20.2	20.0	50.5
Township Oyster Bay		212.5	.1236	64.5	64.5		577,004	.1935	2,715	8,946	8,934	7.7	1.3	8.7	3.1	39.9	23.9	23.3	21.1	20.4	50.6
Township		262.1	.1524	66.7	71.8		551,670	.1850	2,105	8,271	7,674	8.4	1.6	9.3	3.9	42.9	28.9	23.8	24.3	15.6	41.3
Long Beach		25.0	.0145	7.8	7.8		63,630	.0214	2,545	8,158	8,091	11.0	2.0	11.2	4.5	39.2	25.8	21.3	21.2		
Glen Cove		21.7	.0126	6.2	6.4		45,826	.0152	2,112	7,391	7,085	10.1	2.1	12.1	5.5	45.5	33.4	19.3	21.4		37.6
1 New York																					
(Manhattan)	99A	1,776.3				1,776.3					5,979	7.2	1.5	14.3	6.5	49.8	37.2	16.4	18.5	12.3	36.3
1▲New York City.		7,785.1	4.5265	2,447.2	2,718.7		17,791,262	5.9653		7,270	6,544	9.4	2.0	12.6	5.9	46.7	35.7	20.2	23.4	11.1	33.0
Nlagara	21	223.7	.1300	66.0	88.7	1		.1401		6,329	6,077	10.5	2.5	12.5	6.6	51.3	44.1	18.5	24.0		22.8
Niagara Falls, North Tonawanda-		102.0	.0593	29.5	81.9		201,087	.0675	1,971	6,817	6,297	9.6	2.2	10.9	5.6	50.7	41.6	20.5	25.4	8.3	25.2
Tonawanda		52.1	.0303	15.1			93,160	.0312	1,788	6,170											
Lockport		27.3	.0159	8.2	9.1		52,473	.0176	1,922	6,399	5.745	10.0	2.5	13.1	7.0	52.9	46.6	17.5	23.2	6.5	20.7
North Tonawanda.		32.0	.0186	9.0	9.0		54,767		1,711		6,043	10.2	2.5	12.7	6.8	52.8	46.6	18.1	24.2	6.2	19.9
Oneida	155	238.0	.1384	69.5	71.7				1,715		5,688	13.8	3.8	15.9	9.0	48.0	44.9	15.5	21.6	6.2	20.9
▲Utica		105.4	.0613	31.7	33.3	1 1	189,786		1,801		5,685	12.9	3.3	15.6	8.7	49.7	45.4	15.5	21.4		
▲Rome		48.6	.0282	12.7	13.5		78,835	.0264	1,622	6,207	5,819	10.6	2.6	14.3	7.7	51.6	45.7	17.0	22.8	6.5	21.2
Onondaga	146	401.0	.2331	119.3	133.6	289.9	777,147	.2805	1,938		5,813	11.6	2.8	14.0	7.4	49.2	42.4	17.4	22.6	7.8	24.8
▲Syracuse		214.0	.1244	63.2	77.4		440,795	.1478			5,694	10.0	2.4	13.1	6.7	50.5	42.3	18.1	22.9	8.3	25.7
Ontario		64.4	.0375	18.5	19.9	28.0	108,156	.0363	1,679	5,646	6,417	15.5	4.1	17.9	10.4	47.0	44.5	13.3	19.1	6.3	21.9
Geneva		18.8	.0110	5.4	6.8		37,761	.0126	2,009	6,993	5,518	10.0	2.4	14.1	7.3	51.6	43.8	16.0	20.5	8.3	26.0
Canandaigua		9.1	.0053	2.7	3.0		17,400	.0059			5,631	10.0	2.5	15.7	8.5	52.2	46.0	15.0	20.0	7.1	23.0
Orango	257	175.0	.1017	52.4	86.8	85.4			1,765		5,439	15.1	4.0	16.9	9.8	47.2	44.4	14.7	20.0	8.1	20.9
△Newburgh-Beacon		47.6	.0276	14.4			91,377	.0307	1,980												
△Newburgh		32.4	.0188	10.5	10.9		63,597		1,963	-	5,804	12.8	3.2	15.5	8.5	48.9	44.0	16.1	21.9	6.7	22.4
Middletown		23.5	.0137	6.6	7.1		41,600		1,770		5,780	11.7	2.9	14.6	7.9	49.9	43.9	16.7	22.2	7.1	23.1
Port Jervis		9.4	.0054	3.0	3.0		14,559	.0049	1,549	4,853	4,821	18.5	5.8	19.9	13.5	48.0	53.0	10.9	18.2	2.7	9.5

1 The city of New York includes Bronx, Kings, Queens, New York and Richmond counties. SM Standard (△) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 13.

### The Syracuse Market is... B G

Population...1, 432, 700 Buying Income ... \$2,470,791,000. Retail Sales ... \$1,722,092,000.

> THESE ARE the new dimensions of the 15-county Syracuse Market Area in which the Syracuse Newspapers are the dominant selling influence. (Figures are from Sales Management's 1958 Survey of Buying Power.)

Here is one of America's truly important markets, qualifying unquestionably for high ranking on the "A" list of every national advertiser.

No other combination of media will reach this market as Efficiently and Economically as the Syracuse Newspapers

> WE INVITE your examination of an exciting new presentation which graphically portrays the remarkably efficient manner in which the circulation pattern of these newspapers matches the Central New York distribution territories of leading national advertisers and of local chains, wholesalers, jobbers and food brokers.

Phone Your Nearest Office of MOLONEY, REGAN & SCHMITT



Syracuse is America's No. 1 Test Market

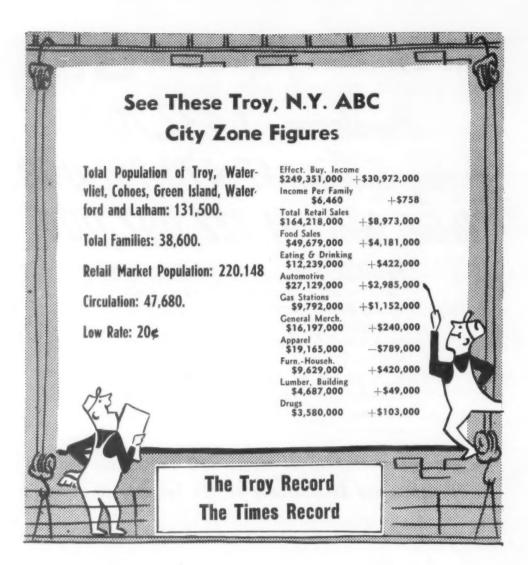
HERALD-JOURNAL & HERALD-AMERICAN Evening

CIRCULATION: Combined Daily 241,159

Sunday Herald-American 205,658

THE POST-STANDARD Morning & Sunday

Sunday Post-Standard 109,060



NEW YORK		J		PULAT		58	EFI BU	FECTIVE YING IN	COME	_ (	SM) E	STIMA	TES, 1	957	Th	e "SM" estima	symites by	SALES	MAN	ginal, e: AGEME	xclu-
NEW YORK	tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdow	m of H	louseho	lds		
CITIES (continued)	tan Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Halds.	%	\$2,500 % Hsids.	%	84,000 % Halds.	-6,990 % Inc.	\$7,000 % Hskds.	%	\$10,000 % Haids.	%
Orleans		32.1	.0187	9.8	9.8	11.2	49,844	.0167	1,553	5,086	5,088	18.9	5.8	19.3	12.4	46.0	48.4	11.8	18.8	4.0	14.8
Medina		6.4	.0038	2.1	2.2		11,929	.0040	1,864	5,680	5,283	13.3	3.7	16.3	9.6	52.4	51.0	13.4	19.8	4.6	15.9
Oswego		83.4	.0485	24.4	25.8	38.1	126,579	.0424	1,518	5,188	4,900	18.8	5.8	19.3	12.6	46.2	49.0	11.9	19.1	3.8	13.7
Oswego		23.2	.0134	6.6	7.6		37,952	.0127	1,636	5,750	4,931	16.4	4.6	17.9	11.1	48.0	48.1	13.0	19.7	4.7	16.5
Fulton		14.8	.0087	4.5	4.5		24,319	.0082	1,643	5,404	5,347	14.8	4.1	16.5	10.1	50.1	49.8	14.5	21.8	4.1	14.2
Otsego		54.7	.0318	17.2	18.2	17.6	91,177	.0306	1,667	5,301	4,998	19.7	5.8	19.8	12.6	44.4	48.1	11.3	17.7	4.8	17.8
Oneonta		14.7	.0085	4.5	5.7		29,715	.0100	2,021	6,603	8,175	13.0	3.3	15.4	8.5	50.3	45.5	14.4	19.7	6.9	23.0
Putnam		22.9	.0133	6.6	8.6		41,614	.0139	1,817	6,305	6,212	16.9	4.1	16.2	8.4	42.6	36.3	14.5	18.7	9.8	32.5
1Queens	ARR	1,785.2	1.0379	557.9	567.3	1,785.2	4,305,113	1.4434	2,412	7,717	7,588	8.1	1.6	10.0	4.2	43.9	30.6	24.2	25.5	13.8	38.1
Rensselang	2	143.1	.0832	43.5	47.2	101.1	288,038	.0892	1,850	6,116	5,626	13.4	3.4	15.6	8.6	48.5	44.0	15.8	21.7	6.7	22.3
▲Troy		76.3	.0444	22.2	27.0		147,932	.0496	1,939	6,664	5,461	10.0	2.5	14.3	7.7	52.3	45.8	16.5	21.8	7.0	22.2
Rensselaer		11.3	.0065	3.2	3.6		22,034	.0074	1,950	6,886	6,033	9.3	2.2	11.8	6.1	51.5	43.2	19.8	25.1	7.6	23.4
Richmond	99A	214.2	.1246	60.1	63.5	214.2	433,519	.1454	2,024	7,213	6,817	- 8.5	1.8	11.1	5.2	46.7	35.3	22.8	28.1	10.9	31.6
Reckland	99A	116.4	.0677	29.6	31.6	45.3	199,610	.0670	1,715	6,744	6,306	11.1	2.5	13.4	6.8	47.9	39.0	18.0	22.1	9.6	29.6
Nyaek		5.9	.0035	1.7	1.9		11,083	.0037	1,878	6,519	5,745	13.0	3.2	16.0	8.5	46.8	40.5	15.8	20.6	8.4	27.2
Spring Valley		6.0	.0034	1.8	2.0		11,787	.0039	1,965	6,548	5,753	10.3	2.5	14.1	7.5	50.8	43.8	17.4	22.7	7.4	23.5

1 The city of New York includes Bronx, Kings, Queens, New York and Richmond counties. SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.

## V Check and ✓ ✓ Double Check

WHEN YOU "BUY" SCHENECTADY, NEW YORK

Check These BIG ADVANTAGES

as Shown by Sales Management's 1958 Survey

EFFECTIVE BUYING INCOME PER HOUSEHOLD

\$7,109 - - - \$727 Greater Than in '57 Survey

U. S. AVERAGE \$5,923

\$1.186 Greater Than U.S. Average

Than Other Newspaper **✓ ✓** THE GAZETTE Has More Selling Power

*CIRCULATION

*ADVERTISING

Double Check the

ADVANTAGES OF LEADERSHIP

14.021.212 lines total 1957 2.947.289 lines MORE

45,333 - - - 9,108

✓ Schenectady Has More Buying Power

### SCHENECTADY GAZETTE

Leader in Circulation and Advertising for over 63 Years

*Circulation-A.B.C. Publisher's Statement 9/30/57 . . . Lineage-Media Records, Inc. 1957 National Representatives: Newspaper Division, The Katz Agency, Inc.

NEW YORK		0	M P	OPULAT STIMAT	TON ES, 1/1/	58	EF BU	FECTIVI	E NCOMI	_ (	SM E	STIMA	TES, 1	1957	Th	e "SM e estima	" symi	SALES	erk ori	ginal, e AGEMI	xclu- ENT.
COUNTIES	Me- tre- poli-			House-	Con- sumer	Urban					Incomo			Inc	ome B	reakdev	vn of H	lousehe	eble		
CITIES (continued)	Area	Total (thou- sands)	% U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Hslds.	%	\$2,500 % Hslds.	-3,999 % Inc.	\$4,000 % Helds.	%	\$7,000 % Hslds.	%	\$10,000 % Haids.	%
Haverstraw		5.6	.0033	1.7	1.8		11,110	.0037	1,984	6,535	6,125	10.0	2.4	12.9	6.6	50.9	42.9	18.3	23.3	7.9	24.8
Suffern		4.4	.0026	1.2	1.4		10,193	.0035	2,317	8,494	6,939	9.6	1.0	9.9	4.2	43.0	20.8	22.7	23.7	14.8	40.4
St. Lawrence		115.8	.0673	31.5	35.5	48.4	170,605	.0572	1,473	5,416	4,801	19.5	5.8	19.6	12.5	44.8	47.0	11.8	18.8	4.3	15.9
Massena		16.3	.0094	4.9	4.9		26,168	.0087	1,605	5,340	5,313	16.0	4.5	16.9	10.5	48.9	49.0	14.0	21.3	4.2	14.7
Ogdensburg		16.9	.0099	4.2	4.6		23,029	.0078	1,363	5,483	4,990	17.8	5.1	18.6	11.7	46.5	47.8	12.5	19.2	4.6	16.5
Potsdam		7.7	.0044	1.8	3.5		14,727	.0049	1,913	8,182	4,164	11.8	3.1	16.7	9.4	49.9	46.4	15.4	21.7	6.2	19.4
Gouverneur		4.9	.0029	1.5	1.5		8,363	.0028	1,707	5,575	5,310	17.2	4.7	17.9	10.8	45.9	45.0	13.5	20.1	5.5	19.4
Saratoga		84.2	.0489	25.3	26.2	44.3	145,568	.0488	1,729	5.754	5.535	14.8	3.0	16.5	9.6	48.0	45.4	15.0	21.4	5.7	19.7
Saratoga Springs		16.5	.0096	4.9	6.0		30,669	.0103	1,859	6,259	5,078	14.6	3.9	17.0	9.8	48.4	45.6	13.9	19.8	6.1	20.9
Mechanioville		7.5	.0043	2.2	2.3		15,281	.0051	2,037	6,946	6,437	9.0	2.0	11.0	5.4	50.0	40.4	21.4	26.1	8.6	26.1
Schenectady	2	164.9	.0959	52.3	55.4	136.4	358,293	.1201	2,173	8,851	6,463	10.0	2.3	11.3	5.4	48.6	39.0	20.9	25.4	9.2	27.9
▲Schenectady		97.2	.0566	30.7	34.6		218,237	.0732	2,245	7,100	6,296	10.0	2.3	10.7	8.8	48.9	89.1	21.2	25.6	9.2	27.7
Scotia		8.6	.0050	2.8	2.8		19,146	.0064	2,226	6,838	6,676	9.8	2.2	10.7	5.2	46.8	87.1	23.5	28.2	9.2	27.3
Schoharie		24.8	.0143	7.4	7.9	3.5	39,673	.0133	1,613	5,381	4,990	19.5	5.7	20.1	12.7	43.0	45.4	11.6	18.2	4.9	18.0
Schuyler		15.6	.0091	4.8	4.6	3.3	20,779	.0070	1,332	4,517	4,424	23.0	7.8	22.8	16.7	43.8	52.4	8.2	14.9	2.2	8.2
Seneca		28.2	.0164	7.3	7.4	10.8	40,183	.0134	1,425	5.505	5.418	16.5	4.5	17.5	10.5	46.9	45.9	13.9	20.6	5.2	18.5

### **Definition of Consumer Spending Unit**

C SM, 1958.

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals" . . . which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.

SM Standard (A) and Potential (A) Metropolitan County Areas.

## CORNING ON THE MARCH

Saluted Nationally

Chosen as a finalist in All-American Cities competition sponsored by National Municipal League and Look Magazine.

### DYNAMIC EXPANSION

- *Corning Glass building another new plant.
- *Ingersoll-Rand describes newest local plant as "one of the largest heavy manufacturing buildings in the Southern Tier".
- *New York Central erects new freight station.
- *Corning Glass discovers new revolutionary material expected to add greatly to area development.
- *City opens 8 new elementary schools in 1957.
- *New shopping center . . . new stores, including J. C. Penney and J. J. Newberry . . . new arterial highway . . . new parking facilities . . . big public and private modernization program.

### \$143.883.000 INCOME

Are you in the E-X-P-A-N-D-I-N-G CORNING picture? Fast-growing Corning—the center of a \$143,883,000 market—is becoming more important every day in your sales and advertising plans for New York state's Southern Tier. Only one paper can—and does—sell Corning. The Leader saturates this market with almost 4 times greater coverage than any other newspaper.

\$7,028

FAMILY INCOME

Corning's superior purchasing power is emphasized by comparison with New York state's \$6,989 and the U.S. average of \$5,923.

### The CORNING LEADER

### CORNING, N. Y.

Represented by The Julius Mathews Special Agency, Inc.

NEW YORK		J	M Es	DPULAT	ION ES, 1/1/	58	EF BU	FECTIVI YING II	E NCOME	_ 0	M ES	STIMAT	TES, 19	957	The	e "SM"				ginal, e AGEMI	
NEW YORK	Me- tro- poli-			House-	Con-	Urban					Income			Inc	come B	reakdov	wn of H	ouseho	lds		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Hslds.	2,499 % Inc.	\$2,500 % Halds.	7,999 % Inc.	\$4,000 % Halds.	%	\$7,000 % Halds	-9,999 % . Inc.	\$10,00 % Hslds	%
Steuben		97.5	.0567	28.8	30.2	43.5	157,130	.0527	1,612	5,456	5,199	16.2	4.6	17.6	10.8	48.3	48.4	13.4	20.4	4.5	15.8
Corning		19.3	.0112	5.6	6.4		39,356	.0132	2.039	7.028	6.087	9.3	2.2	11.4	5.7	51.2	42.4	20.1	25.1	8.0	24.6
Hornell		14.9	.0086	4.7	5.1		25,645	.0086	1,721	5,456	4,988	15.4	4.4	16.8	10.6	50.4	51.6	13.9	21.5	3.5	11.9
Bath		6.0	.0035	1.9	2.3		12,204		2,034	-	5,267	10.0	2.6	14.7	8.3	54.3	49.8	15.6	21.6	5.4	17.7
Suffolk	99A	555.8	.3231	152.4	153.0	209.6	962,690	.3228	1,732	6,317	6,292	13.4	3.2	14.8	7.7	46.3	39.2	16.7	21.5	8.8	28.4
Patchogue		8.4	.0049	2.5	2.6		15,701	.0052	1,869	6,280	5,874	11.8	2.9	14.4	7.7	49.2	43.1	17.4	23.0	7.2	23.3
Babylon		10.2	.0059	3.2	3.5		24,919	.0084			7,039	9.1	1.9	11.2	4.9	45.2	32.7	21.6	23.7	12.9	36.8
Kings Park		18.9	.0110	1.4	1.8		12,219	.0041	647	8,728	6.566	7.0	1.4	8.6	3.8	43.8	31.4	28.7	31.2	11.9	32.2
Amityville		8.1	.0047	2.3	2.5		18,690	.0063	2,307	8,126	7,301	10.0	1.9	11.5	4.9	42.1	28.8	20.7	21.5	15.7	42.9
Lindenhurst		18.6	.0109	5.5	5.5		33,101	.0111	1,780	6,018	5,914	10.9	2.7	13.0	7.1	52.8	47.3	17.3	23.5	6.0	19.4
Southampton		4.4	.0025	1.4	1.5		9,298	.0031	2,113		5,926	12.4	3.0	15.4	7.9	48.0	40.5	15.0	19.1	9.2	29.5
Sullivan		43.1	.0251	13.4	14.3	10.2	70,445	.0236	1,634	5,257	4,907	19.5	5.8	20.1	12.9	44.8	47.2	11.3	18.0	4.3	16.1
Monticello		5.0	.0029	1.5	1.8		10,379	.0035	2,076	6.919	5,553	10.0	2.4	14.0	7.3	50.0	42.5	18.2	23.4	7.8	24.4
Liberty		5.2	.0030	1.6	1.8		9,888	.0033	1,902	6,180	5,268	10.0	2.6	15.8	9.0	54.8	51.3	14.3	20.2	5.1	16.9
Tioga		33.4	.0194	10.2	10.3	12.7	52,025	.0175	1,558	5,100	5,026	20.4	6.1	20.2	13.0	43.9	48.4	11.0	17.6	4.5	16.9
Tompkins		72.3	.0420	19.8	30.3	37.5	148,537	.0491	2,027	7,401	4,834	10.6	2.6	14.9	8.1	50.7	44.7	16.7	22.2	7.1	22.4
Ithaca		34.7	.0202	8.4	18.3		82,673	.0277	2,383	9,842	4,516	10.0	2.3	9.9	5.0	50.8	42.1	20.8	26.1	8.5	24.5
Ulster		106.9	.0622	33.5	34.4	43.5	178,308	.0598	1,668	5,323	5,181	19.2	5.5	19.4	12.0	44.2	45.0	12.1	18.7	5.1	18.8
Kingston		30.6	.0178	9.4	10.0		56,536	.0190	1,848	6,014	5,600	14.4	3.7	16.3	9.2	47.7	43.8	14.9	20.7	6.7	22.6
Warren		42.4	.0246	13.2	13.3	20.4	70,324	.0236			5,282	18.8	5.3	19.6	12.2	44.8	45.1	11:3	17.3	5.5	20.1
Glens Falls		20.4	.0119	6.4	6.7		38,056	.0127	1,865	5,946	5,680	15.5	4.0	17.1	9.6	46.6	42.8	13.6	18.9	7.2	24.7
Washington		47.8	.0277	13.7		18.8	69,626		1,463		5,060	19.2	5.7	19.6	12.7	48.2	47.7	11.9	19,0	4.1	14.9
Wayne,		60.6	.0353						1,528		5,232	19.1	5.5	19.5	12.3	44.4	45.3	12.0	18.6	5.0	18.3
Newark		12.5		3.0			18,073	.0061	1,446		5,832	14.5	3.7	16.5	9.1	46.9	42.2	14.7	20.0	7.4	25.0
Westchester	99A	766.0				700.0	2,028,721	.6802		8,953	8,402	9.3	1.6	10.5	4.0	40.3	24.6	19.5	18.0	20.4	51.8
Yonkers		180.9	.1052	54.4	55.3		444,640	.1491	2,458	8,174	8,037	10.0	1.9	10.8	4.3	41.6	27.4	20.5	20.5	17.1	45.9
White Plains		50.2		13.9		1 1	136,214			9,800	8,048	8.9	1.5	9.3	3.4	1	22.7	21.9	10.6	21.6	52.8
Mount Vernon		75.8		22.5			195,991	.0657			7,881	9.3	1.7	10.4	4.1	41.4	26.6	20.8	20.2	18.1	47.4
New Rochelle		73.5		20.8		1	204,247		2,779			9.7	1.6	10.1	3.6	38.4	22.4	18.9	16.8	22.9	55.6
Port Chester		24.7					53,332	.0179				9.2	1.9	11.5	4.9	45.2	32.3	20.3	22.0	13.8	38.9
Peekskill		18.3		1		1	38,558		2,107		1	10.0	2.1	11.4	5.3	47.1		19.0	21.3	12.5	
Ossining		17.8		1		1	36,715		2,063			9.0	1.8	10.3	4.7	46.2	33.5	21.6	23.6	12.9	36.4
Bronxville		6.7	.0039	1.7	2.6		33,486	.0113	4,998	19,698	12,598	4.4	.4	4.7	.8	12.1	3.7	19.9	9.2	58.9	85.9



### **WEST CHESTER!**

"SIR THOMAS MORE"
DESCRIBED IT FIRST!

A few centuries ago an Englishman named "Sir Thomas More" distressed by the social malice and inequities of his day wrote an aspiring work called "Utopia". HE REPRESENTED UTOPIA AS AN IMAGINARY ISLAND WHICH ENJOYED IDEALISTIC SOCIAL AND POLITICAL PERFECTION. Well, we know that Sir Thomas More's visionary dreams were never quite fully realized ... in his day or ours. However, had the optimistic Englishman been an account executive today seeking a "Utopia Of Real Sales And Profits," A STOP IN WESTCHESTER WOULD END HIS SEARCH AND FULFILL HIS QUEST.



In Westchester the noble sir would learn that the 766,000 residents earn over 2 billion dollars annually with the highest per family income (\$8,953) in New York State; and spend over 1 billion dollars annually in retail sales, and still have well over 1 billion dollars in savings. Also food sales exceeded \$295,000,000 and automotive sales over \$200,000,000.

An advertiser receives a maximum share of this

wealthy market only by using the Westchester Group Newspapers. These nine dailies are depended upon to bring local, national, and global news, and interesting editorials and feature columns into the Westchester home along with an advertiser's message. Nearly 150,000 circulation audited newspapers are 85% carrier-delivered to 7 out of 10 homes in the afternoon and early evening, a time when advertising is most effectively responded to by consumers.

You can garner big profits at a sensible cost by CONCENTRATING on this RICH Westchester Market.

MERALD STATESMAN. YONKERS
DAILY ARGUS, MT. VERNON
DAILY NEWS. TARRYTOWN
DAILY TIMES. MAMARONECK
CITIZEN REGISTER. OSSINING
DAILY ITEM. PORT CHESTER
STANDARD.STAR. NEW ROCHELLE
REPORTER DISPATCH. WHITE PLAINS

APPILIATED WITH EVENING STAR, PEEKSKILL

Westchester Group Newspapers

8 CHURCH ST., WHITE PLAINS, N. Y.

REPRESENTED NATIONALLY BY THE KELLY-SMITH CO.

87		SM				58		BUYII	CTIVE NG IN	COME	_ 0	M	ESTIM	ATES,	1957	The	"SM" estimate	symbols ma s by SALES	rk origi MANA	nal, ex GEME	NT.
tro-						Hataa						Incom			h	ncome Br	eakdewn	of Househo	ids		
tan Area	(tho	U- (	of (t	olds S hou- inds) U	pend- ing inits	Pop. (thou- sands)			% of .S.A.	Per Capita	Per Hsid.	Per	U. \$0	%	%	%	%	% %	0%	0%	OY.
	1 1	7.6 6.9 3.7 6.7 0.6 6.1 12.9	0102 0099 0079 0089 0062 0035 0191 0112	1.9 4.6 4.9 3.0 1.8 3.1 1.5 8.9 6.0 2.0	8.9	11.1 5.6	87, 45, 48, 25, 30, 12, 44, 32,	392 309 714 234 847 208 751 731	.0294 .0151 .0163	4,983 2,663 3,556 8,766	19,063 9,186 12,491 14,019 9,951 8,139 5,828 6,455	15.73 8.81 10.51 12.05 7.60 7.70 4.9	32 7. 15 9. 97 7. 28 8. 93 8. 66 9. 85 18.	4 .6 4 1.6 9 1.6 1 .1 5 1.3 9 1.1 8 5.1	7.1 3 10.3 6 8.4 9 8.3 9 12.3 7 19.3	1 1.2 3 3.7 8 2.5 2 2.0 8 3.0 8 5.2 7 12.9 7 13.2	13.8 37.9 2 39.1 1 25.2 1 37.8 2 42.1 2 48.7 4	4.1   15.3 2.5   20.9 3.2   20.0 0.1   17.7 12.6   24.4 18.3   18.5 19.8   11.1 16.2   10.8	21.0 6.8 18.8 13.7 10.7 22.0 18.8 17.9 17.0	14.3 56.4 21.5 34.3 40.8 21.0 16.7 3.7 8.1 4.5	40. 87. 53. 69. 76. 51. 45. 13.
	12,5	84.0 7.	3167 3,	863.4 4	,264.8		28,300,	334	9.4889	2,249	7,325	6,6	36 9	.7 2.	1 12.	5 5.7	46.6	35.4 19.8	22.8	11.4	34.
	-			996.3 5	400.2			054 1	1.7083	2,129	6,988	6,4	86 11				46.4	8.6 18.7		10.5	32.
S				/1/58	1			TES,	1987					SM	POPUL ESTIM	ATION ATES, 1	/1/88	SH	E. B. ESTIN	I. NATES	, 196
otal hou- inds)	% of U.S.A.	House hold (thou- sands)	Spend ing Units	r Urba i- Pop (thou	le No	Net Dollars (\$000)	% of U.S.A.	Per Cap- ita	Per H'se- hold				Total (thou- eands)	% U.S.A.	House hold (thou- sands)	Spending Units	Pop. (theu- sands)	Net Dellars	% of U.S.A	Per Cap- ita	- H'
570.0 74.1 206.9 304.2 100.6 146.8	.0430 .1203 .7582 .0584	21.1 81.1 384.1 31.1	188 22 84 3 401 0 32	.4 44 .7 3 .2 15 .7 1,07	7.6 2.5 3.6 2.9	121,200 392,625 ,463,017 180,386	.0407 .1316 .8258 .0805	1,636 1,896 1,889 1,796	5,534 6,343 6,409 5,819	△Peu New Bea Roche Syrac Utica- △Wa	ighkeep wburgh- icen ester use Rome, tortewn		334.5 574.9 401.0 301.6 87.9	.1944 .3343 .2331 .1754 .0611	94. 178. 119. 89. 26.	0 3,515. 6 105. 1 187. 3 133. 0 91. 9 28.	9,973. 1 182. 1 470. 289. 212. 40.	2 580,0 6 1,191,5 9 777,1 8 514,3 2 145,7	78 .197 12 .399 17 .260 25 .172 13 .048	9 1,78 5 2,07 5 1,93 4 1,70 9 1,65	4 8 .: 3 8 .0 8 6 .1 6 5 .:
	Ī							Cu	<b>)</b>												
Me- tro- poli- tan Area	Ri Si	etail ales	% of U.S.A.	Per Hsid. Retail Sales	Buy	ing ver Q	uality	Indi	ox iles	Food (\$000)	Eatin Dri Pia	ng &   nk. ces	Genera Mdse.	App	arei	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg	e. 1	Drug:
99A 16	1,1	44,464 19,149 15,080 46,583 37,126 14,754 64,649 43,907 40,303 44,894 23,316 86,826 38,891 11,412 81,938	.1221 .0006 .0078 .0233 .0188 .0074 .5819 .1218 .0701 .0224 .0116 .0434 .0194 .0057	2,730 2,867 3,940 3,501	.100 .001 .000 .000 .001 .001 .011 .011	1333 117 1386 181 1334 1554 1355 1864 1558 157 121 1666 160 163 163 164 165 165 165 165 165 165 165 165 165 165	126 94 99 623 87 135 101 106 121 138 107 94 112 102 96	14 77 8 1,79 6 18 7 10 14 19 10 9	10 177 166 192 199 135 101 166 166 168 168 168 168 168 168 168 16	56,01 6,26 6,83 9,34 3,36 458,79 60,03 29,70 12,57 8,94 21,64 9,71 3,53 20,13	100 231 155 11 160 199 94 185 24 101 100 199 194 144 4 4 199 4 8 8 4 9 9	2,529 1,362 1,929 674 1,979 841 9,718 9,354 9,791 3,172 1,870 9,617 1,632 924 5,345	27,00 2,0 31 42,90 2,6 1,12 84,2 31,90 25,44 4,31 87 7,68 4,78 7,68	560 21 19 1 58 99 44 1 255 13 125 13 125 14 58 8 8 96 3 76 1 13 14 17 14 8	0,192 1,537 165 503 1,317 885 9,354 1,603 3,760 3,865 1,246 5,411 1,122 476 5,574	18,661 14,243 1,108 551 43 1,446 701 74,646 12,384 8,056 1,957 1,467 4,910 3,285 790 5,078	49,68 2,69 2,30 8,78 4,23 135,48 47,23 28,09 9,29 3,70 16,26 6,83 2,55 15,21	44	7, 33, 12, 4, 4, 2, 1, 6, 1, 6, 7, 4	652 684 613 193 494 048 024 887 541 810 124 104 921 375	8,9 7,4 6 9 4 31,2 7,2 4,2 1,7 7 2,4 1,1 3 1,7
218	1	57,450 89,853		3,645	.02	151	100	9	9	43,76	6 13	,855	17,71	0 10	,933	4,554 7,233	33,48	3 13,216	12.2	208	1,3
203	1	38,585 28,182 20,280 96,811 48,134 10,470 55,054 32,192 68,036 26,889 50,708 33,131 81,940	.0198 .0141 .0800 .0484 .0241 .0097 .0275 .0161 .0278 .0134 .0283	3,879 3,820 3,797 3,903 3,931 3,688	.01 .01 .05 .03 .02 .00 .01 .03 .00 .01	108 118 1000 1000 1000 1000 1000 1000 1	108 108 103 121 97 125 87 118 90 128 99	18 12 10 15 9 17 8 14 10 18 10	4 9 9 33 3 3 3 3 3 4 4 16 16 12 12	10,48 7,63 30,40 22,22 11,56 5,00 14,54 7,80 14,98 7,86 11,22 7,73 10,87	11	1,867 1,611 1,586 3,235 3,782 1,231 3,521 1,957 3,461 1,220 3,483 2,453 3,572	8,44 1,94 12,27 11,65 3,76 2,65 8,04 6,31 2,96 1,77 8,00 4,00	24 8 29 2 20 8 20 8 20 9 21 2 21 2 22 2 24 4 21 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2 27 2	2,334 1,797 1,635 1,071 2,106 1,311 2,562 1,354 2,415 1,980 2,605 1,511 1,247	1,786 1,593 7,132 5,927 1,143 664 1,304 1,261 1,900 1,530 1,739 1,391	9,68 6,73 24,15 20,11 8,59 4,76 10,71 6,11 12,70 8,58 11,72 7,14	8	8,6 1,8 10,1 7,7 2,6 8 2,8 4,6 4,1 3,7 2,1	197 321 147 717 1688 363 321 305 365 361 562 845 845	3,1 7 4 3,0 3,6 8 2 1,1 6 1,1
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(thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total   (thouse same)   Metropolitan   Total	Net	New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transport   New transpor	Total and Area   Total and Area   Total and Area   Total and Area   September   Total and Area   September   Total and Area   September   Total and Area   September   Septe	Net	No.   Population   Note   Per   Montro-   Triangle	Montrol   Part   Total   Continue	No.   Part   P	March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   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March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   March   Marc		Total   Fig.   Part   March   Common   Co					

¹ General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial intreduction, starting on Page 13, under heading "Mail Order."

2 The city of New York includes Bronx, Kings, Queens, New York and Richmond counties.

SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas. Before using these figures read foreword, page 13.  $\bigcirc$  SM, 1958.



## Gets a BIG hand IN ROCHESTER, N. Y.

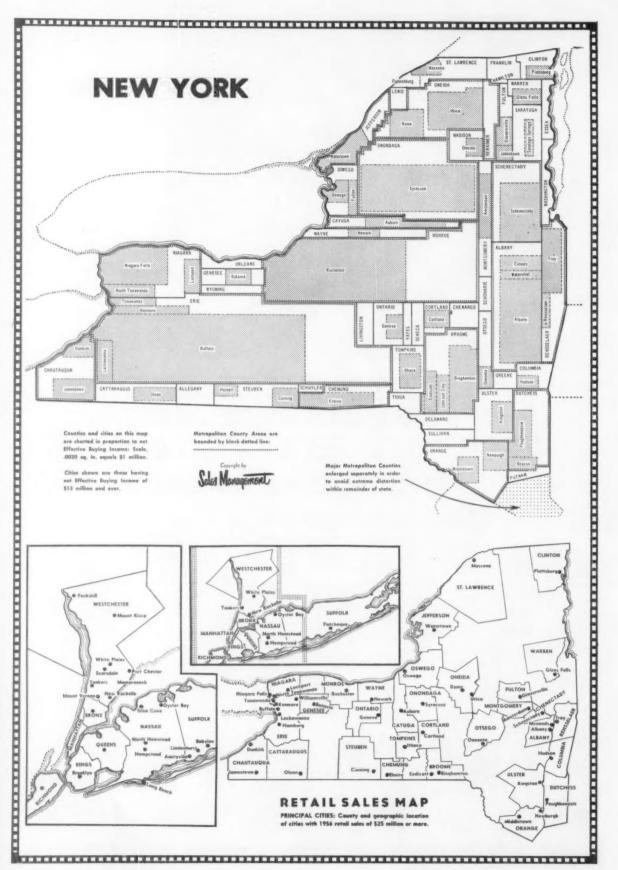
* Rates tops in **EVERY ONE**of his **13** competitive Quarter Hours.

A.M.	SHARE OF AUDIENCE	A.M.	SHARE OF AUDIENCE	A.M.	SHARE OF
6:00	26	7:00	29	8:30	28
6:15	28	7:15	29	8:45	29
6:30	30	7:30	30	9:00	26
6:45	29	7:45	31	9:15	24
0.70		8:15	30		

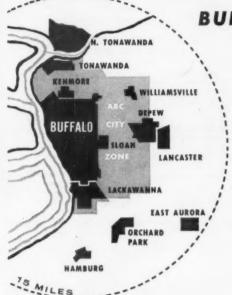
* Rochester Metropolitan Area Telepulse Oct. '57



Representatives: Everett McKinney, Inc. New York, Chicago, Los Angeles, San Francisco



### Do you know which of your markets are the fastest growing?



### BUFFALO is definitely one of them

There are now over 1,000,000 people living within a 15-mile radius of Buffalo City Hall - a 20% increase since 1950 which means an exceptionally fast-growing market for your products.

### Sell It Through Buffalo's Fastest Growing Newspaper

From a standpoint of both circulation and lineage, the Buffalo Courier-Express is the city's fastest growing newspaper. It's your best buy for advertising results not only in this area of concentrated population, but in the entire 8-County Western New York Market as well.

FOR SATURATION use the Sunday Courier-Express . . . the state's largest newspaper outside of Manhattan reaching nearly 2/3's of all families in the Western New York eight county area.

FOR ECONOMY ... for more advertising for your dollar concentrated on those with more dollars to spend ... use the Morning Courier-Express.



### BUFFALO COURIER-EXPRESS Western New York's Only Morning and Sunday Newspaper

REPRESENTATIVES: SCOLARO, MEEKER & SCOTT PACIFIC COAST: DOYLE & HAWLEY

NEW YORK	Me-			RET	TAIL S	ALES-	SH E	ESTIMA	TES, 1	957		The	"SM" sy o estimate:	ymbols ma by SALES	ark original, 5 MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Sales	W.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (8000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg. Hdwre. (\$000)	Drugs (\$000)
Erie	21	1,308,781	.6538	4,112	.6646	106	104	340,432	124,049	179,591	101,998	68,105	233,542			39,455
▲Buffalo	1	869,876	.4346	1	.3961	113	124	194,020	85,583	157,092	85,085	53,112	139,638	44,368	40,877	24,764
Kenmore		68,672			.0209	169	277	30,319	2,885	1,669	2,000	1,721	19,501	4,605	1,273	2,442
Lackawanna		41,117		1	.0186	102	113	14,722	4,922	3,695	1,159	2,493	7,189	1,832	2,243	1,596
See North Tona-			1	1				1		1	1	1				
wands-Tongwanda	1	1	1 1	1			1	1	1	1	1	1 1	1	1		
Tonawanda	1	44,673	.0223	1 1	.0155	132	191	11,529	4,601	6,203	3,818	1,698	7,304	4,565	430	2,374
Hamburg	1	36,059		1	.0093	190	367	9,597		781	1,533	939	11,605	2,469	3,958	1,090
East Aurora		18,400		1 1	.0058	145	230	5,464	873	875	1,070	760	4,912	953	1,386	769
Lancaster	A	14,635		1	.0068	105	112	3,465	787	1,135	916	621	4,012	1,184	1,392	615
Williamsville		27,208			.0070	194	878	3,772	2,460	861	699	795	12,049	2,208	2,567	711
Essex		37,749	.0189	3,561	.0188	88	89	10,048	3,480	2,048	2,037	1,579	8,652	2,872	1,627	1,309
Franklin		53,212	.0286	4,190	.0250	94	100	12,352	3,459	5,668	3,171	2,124	11,778	3,812	2,925	1,619
Malone		21,410			.0072	122	181	4,317	1,037	2,867	1,192	940	5,557	1,441	1,535	629
3Saranac Lake		12,439		1	.0049	120	151	2,996					3,044			227
Fulton		57,939		3,255	.0308	98	92	15,447	3,921	3,939			14,072	3,735	4.457	1,318
Johnstown	1	50,450	.0252	1	.0886	110	122	13,185	2,794	3,729	3,598	2,320	13,053	2,722	3,909	1,104
Gloversville		34,078		1	.0153	109	121	* 8,816					8,137		1	
Johnstown		16,372			.0073	111	124	4,369		1			4,916			332
Genesee		69,228	.0346	4,648	.0308	103	116	15,242	4,646	5,731	4,187	3,247	18,774	4,976	5.873	1,814
Batavia	4	42,848	.0214	1	.0144	135	200	9,698	2,518	4,423	3,684	2,802	11,491	1,839	3,089	1,027
Greene	1	43,074	.0215	4,788	.0169	98	125	10,836	4,849	2,763	1,075	1,700	9,890	3,809	2,969	1,027
Catskill		17,957	.0090	1	.0048	155	290	3,831	1,243	1,377	778	1,234	5,760	1,270	558	388
Hamilton	1	5,751	.0028	4,424	.0024	100	121	1.111	859	1,178	85	99	937	811	289	140

3 Saranac Lake is in Essex and Franklin counties. SM Standard (Δ) and Potential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958

### Brings \$53,890,000 within Reach of Your Advertising

\$53,890,000 of buying power could mean a big difference—one way or the other—in your sales results in this area . . . and only one newspaper brings this potential within reach of your advertising.

The Little Falls Times alone gives you solid coverage of the market's 9,600 families . . . plus the intimate readership and the close dealer-customer relationship possible only in a local newspaper.

### Little Falls Times, Little Falls, N. Y.

Represented by The Julius Mathews Special Agency, Inc.

#### A SUBSTANTIAL PORTION OF YOUR UPSTATE QUOTA

POPULATION	32,000
FAMILIES	9,600
INCOME	\$53,890,000
INCOME PER FAM.	\$5,614
RETAIL SALES	\$34,220,000
FOOD	\$9,856,000
GENERAL MDSE.	\$2,720,000
APPAREL	\$1,376,000
FURNAPPL.	\$1,952,000
AUTOMOTIVE	\$6,080,000
GASOLINE	\$2,592,000
LUMB,-HDWRE.	\$2,112,000
DRUG	\$704,000

NEW YORK	Me-			RET	TAIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" sy estimates	ymbols ma by SALES	rk eriginal, MANAGE	exclu- MENT.
COUNTIES CITIES (continued)	tre- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald, Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparei (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Herkimer	155	67,358	.0336	3,454	.0352	95	91	19,618	4,690	5,413	2,729	3,852	12,063	5,182	4,199	1,422
Harkimer-Ilien		32,983	.0185		.0138	180	150	11.854	2.446	8,439	1.053	8,854	8,008	1,809	1,437	844
Herkimer		21,718	.0108		.0075	139	200	6,578	889	3,647	954	1,585	4,953	1,062	1,317	420
Little Falls		13,952	.0065		.0059	105	116	3,778	853	1,069	781	750	3,493	788	837	238
Jefferson	275	110,073	.0550	4,092	.0512	100	108	24,441	8,192	12,787	7,248	3,729	22,828	7,332	7,830	3,282
△Watertown		63,642	.0318		.0255	128	153	14,580	3,654	10,245	6,848	2,741	18,072	2,858	3,741	1,804
2Kings	99A	2,456,421	1.2272	3,098	1.5553	103	82	852,972	231,016	248,270	258,124	176,028	281,245	97,678	68,719	69,036
Lewis		20,198	.0101	2,970	.0114	82	73	4,294	1,278	2,042	443	729	4,812	1,747	1,044	425
Livingston		46,571	.0232	4,234	.0217	92	98	10,982	3,383	2,438	1,495	2,287	13,438	3,928	3,040	911
Madison		57,551	.0288	3,837	.0297	98	96	12,389	3,880	2,594	2,302	2,639	14,673	4,544	4,863	2,873
Oneida		23,293	.0111		.0086	119	154	4,311	865	1,566	1,301	1,873	6,921	1,243	1,149	1,046
Monroe	119	718,781	.3891	4,036	.3743	112	107	172,434	52,225	105,862	49,835	41,134	148,578	40,003	38,523	22,228
▲Rochester		622,905	.3112		.2553	126	184	149,001	43,187	102,769	48,126	38,236	119,913	30,692	29,278	20,107
Bast Rochester		7,509	.0088		.0047	102	83	2,147	633	428	870	420	3,252	601	330	121
Montgomery		65,588	.0327	3,418	.0369	104	92	18,197	5,130	4,417	4,318	3,469	11,839	4,271	4,749	1,548
Amsterdam		40,743	.0204		.0211	113	100	11.349	3.278	3.281	3,493	3,529	7.811	1,658	3.884	938

2 The city of New York Includes Bronx, Kings, Queens, New York and Richmond countles, SM Standard ( $\Delta$ ) and Potential ( $\Delta$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.

# MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK! WOR radio

The Station With The Largest Audience In America

"National spot and local

Source: Broadcast Advertisers Report

This recent letter to WROC-TV speaks for itself.

"We'd like to tell you about the success we have had on WROC-TV with Trudy McNall's Home Cooking Program. "About a year ago we launched NANCE'S MUSTARD SUPREME, a pouring mustard. For several months distribution was spotty and retail turnover slow.

here's how to sell in Rochester!

"In April we purchased one one-minute spot per week on Trudy McNall's program, plus radio spots on two stations. Distribution was immediately achieved through all chains, and in a matter of weeks the previously reluctant independent stores came into line. Four weeks proved that Trudy McNall was the primary factor in our success and all other advertising was dropped.

"Our local distributor reports increases in sales of NANCE'S MUSTARD so far this year at 65%. One local chain has more than doubled its business.

"Our sales prove that this program is at least the equivalent in impact of shows with ratings many times greater. Trudy McNall really sells her viewers.*"

Deligarle NANCE DELMARLE CO. So say dozens of other advertisers, too.

### MORE SPONSORS CHOOSE WROC-TV BECAUSE

- 27.4% more homes reached daily than the other Rochester channel (NCS #2)
- Greatest power
- Unsurpassed local programming and personalities
- · Stable labor market with one of the highest per capita incomes
- · Best merchandising, best advertising results

Represented by Peters, Griffin, Woodward, Inc.

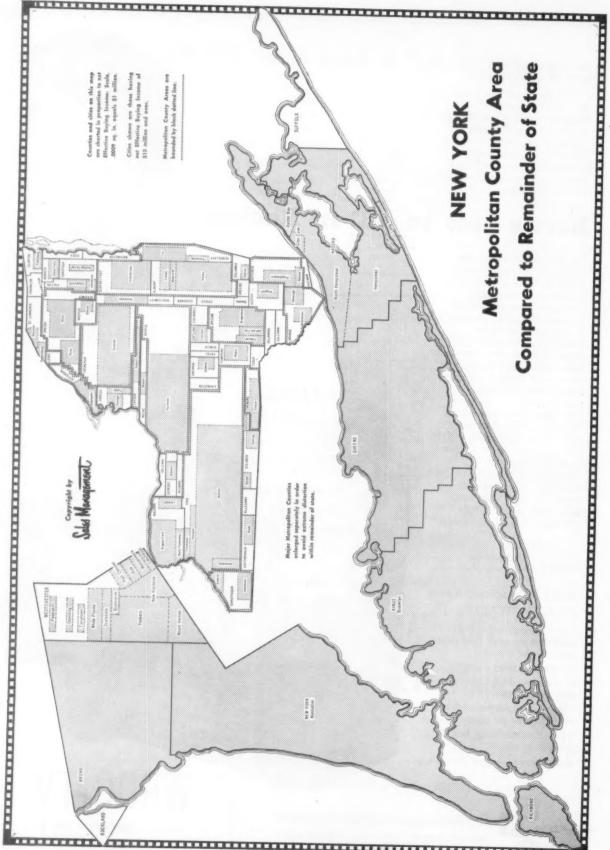




A TRANSCONTINENT STATION

WROC-TV, Rochester WGR Radio, WGR-TV, Buffalo WSVA Radio, WSVA-TV, Harrisonburg

NBC-ABC-Channel 5 Rochester, N.Y.



### "THE VOICE OF LONG ISLAND"

### ONE STATION . . . WHLI . . . WITH 10,000 WATTS

delivers Long Island - Nassau and Suffolk
Counties - A BIG, RICH, INDEPENDENT MAJOR MARKET.

Population . . . . 1,789,300 people Retail Sales . . . . . \$2,358,018,000 Buying Income . . . . \$4,138,212,000 Food Store Sales . . . . \$657,030,000

"PULSE" proves that WHLI has the largest daytime audience in the MAJOR LONG ISLAND MARKET . . . bigger than any other station.

WHLI, Hempstead, Long Island, N. Y. Paul Godofsky, Pres. Represented by Gill-Perna

NEW YORK	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957		sive	estimates	by SALES	MANAGE	WENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparei (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Nassau	99A	1,750,306	.8744	4,793	.9381	131	122	482,921	133,253	175,861	119,982	94,548	314,500	110,397	123,892	43,68
Township North Hempstead		1,171,674	.5853		.5832	141	141	308,922	83,765	111,482	95,648	68,723	222,978	69,835	86,573	27,74
Township Oyster Bay		406,461	.2031		.1824	148	164	120,947	31,903	56,596	15,065	18,298	63,427	28,393	25,954	10,69
Township		117,052	.0585		.1405	92	38	39,822	12,966	5,410	5,447	4,693	16,824	9,683	8,661	3,60
Long Beach		25,286	.0126		.0174	120	87	10,012	3,076	1,043	2,044	903	2,775	1,082	1,278	873
Glen Cove		29,833	.0149		.0146	116	118	8,218	1,543	1,330	1,778	1,929	8,496	1,424	1,426	75
New York																
(Manhattan)	99A	4,276,654	2.1365	7,131	1.6539	160	207	714,261	786,541	753,490	767,570	332,581	230,885	45,108	66,744	113,93
2▲New York City.		9,948,408	4.9700		5.3790	119	110	2,752,088	1,299,366	1,246,256	1,299,963	704,959	932,202	284,184	237,146	267,59
Niagara	21	268,461	.1341	4,068	.1363	105	103	68,098	23,737	24,377	17,195	12,934	50,171	19,809	25,641	7,85
Niagara Falls		149,544	.0747		.0680	115	126	37,853	15,017	17,308	13,062	8,074	25,553	9,488	8,503	4,34
North Tonawanda-																1
Tonawanda		88,067	.0410		.0340	118	135	21,504	7,023	7,480	4,478	3,176	15,808	7,106	7,700	3,18
Lockport		50,673	.0253		.0196	123	159	13,404	3,288	4,802	3,062	2,968	10,718	3,902	3,052	1,48
North Tonawanda.		37,394	.0187		.0185	99	101	9,975	2,422	1,217	654	1,477	8,504	2,541	7,270	80

2 The city of New York includes Bronx, Kings, Queens, New York and Richmond counties. SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 13 © SM, 1958

### Buffalo's RICH Neighbor

Niagara Falls, N. Y., ABC City Zone population 124,482 is **second** highest in average income per family among all Upstate New York big cities. Buffalo is fifth.

Niagara Falls is **fourth** in Retail Sales per capita. Buffalo is fifth.

### NIAGARA FALLS GAZETTE

Niagara Falls is **third** in Grocery Sales per capita. Buffalo is sixth.

Niagara Falls is **fourth** in Automotive Sales per capita. Buffalo is sixth.

Niagara Falls is **first** in Filling Station Sales per capita. Buffalo is fifth.

Niagara Falls is **second** in Building Material and Lumber Sales per capita. Buffalo is fifth.

Niagara Falls is **fifth** in Drug Store Sales per capita. Buffalo is sixth.

Represented by J. P. McKinney & Son, Inc.

New York • Syracuse • Detroit • Chicago • San Francisco

Member: The Gannett Group of Newspapers

### There's only one way to COVER

### New Diversified Utica

The new optional combination rate of 28 cents a line for the 72,948 circulation now makes it possible to cover the complete Utica Market at a substantial reduction in cost.

This combination expands your merchandisable advertising impact from 26 to 43 townships containing 295,559 population.

Utica's retail merchants for years have acknowledged and paid tribute to the sales producing powers of the combination.

In the year of 1957 retail merchants placed 9,768,864 lines of advertising in the Observer-Dispatch and 9,749,742 lines in the Press.

### UTICA OBSERVER-DISPATCH

UTICA DAILY PRESS

Evening and Sunday

Morning

Represented by J. P. McKinney & Son. Inc.

New York • Syracuse • Detroit • Chicago • San Francisco

NEW YORK	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s	ymbols ma by SALES	rk original MANAGE	, exclu- MENT.
COUNTIES CITIES (continued)	tro- peli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hsld, Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (8000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (8000)	Furn House- Appl. (8000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Onelda	155	278,830	.1393	4,012	.1379	100	101	70,829	22,418	26,626	20,189	14,923	49,682	20,382	19,650	7,751
▲Utica	1 1	148,960	.0744		.0664	108	121	37,365	9,687	18,007	14,619	9,112	25,801	8,667	8,510	4,117
▲Rome	1 1	60,256	.0301		.0279	99	107	15,551	4,289	5,510	4,187	3,168	11,889	3,982	4,644	1,881
Onondaga	146	504,539	.2521	4,229	.2525	108	108	124,512	44,748	70,028	36,480	21,034	106,284	29,426	27,300	13.888
▲Syracuse		379,948	.1898		.1557	125	153	78,719	33,080	64,759	34,563	18,112	85,851	18,776	14,360	9,215
Ontario		85,457	.0427	4,619	.0385	103	114	18,102	8,217	6,228	4,230	3,838	20.309	5.591	7.848	2,230
Geneva		34,601	.0173		.0137	125	157	7,106	3,719	3,686	2,439	2,246	7,540	1,101	2,523	1,039
Canandaigua		23,778	.0119		.0076	143	225	5,862	2.008	1,378	1,657	988	6.507	1.322	1,428	750

Members: The Gannett Group of Newspapers

SM Standard (▲) and Potential (△) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

### Data and adds go together: Read Both

A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic *Survey* data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.

In the Syracuse Market

## *80% MORE RADIO HOMES Than the No. 2 Station

This amazing margin of superiority makes WSYR unquestionably the most effective and economical buy for radio advertisers in a market where buying power exceeds \$2½ billion annually. There's another . . . even more important . . . reason why WSYR is far and away the leading station in one of America's truly important markets:

## Quality Programming Delivers The Responsive Audience

WSYR attracts the adult, able-to-buy audience by maintaining a high standard of quality performance, by professional performers. In every category of programming—news, music, sports, drama, variety, farm programs and public service events—WSYR is the leader in the Syracuse area.

*Nielsen Coverage Service No. 2

Represented Nationally By

THE HENRY I. CHRISTAL COMPANY

NBC in Central New York



5 KW · SYRACUSE, N. Y. · 570 KC

### Want Sales?

Newburgh has the highest Total Retail Sales per capita of any New York State city of 25,000 or more population outside of New York City's suburbs . . . The highest (S.M.) Index of Sales Production.

It is highest in Food Sales, Furniture and Household Appliance Sales, Automotive Sales; Second in Department Store and Apparel Sales, Filling Station Sales among all such cities on a per capita basis. And this 23,467 circulation serves a population of 139,208 with 91.6% coverage of the homes in the ABC City Zone and approximately 1 out of every 3 homes in the trading area.

3 homes in the trading area.

### What more could you ASK?

### The Newburgh-Beacon News

Member: The Cannett Group of Newspapers

Represented by J. P. McKinney & Son, Inc.

New York . Syracuse . Detroit . Chicago . San Francisco

NEW YORK	Me-	7.1.1			TAIL S	ALES-	SM E	STIMA		957		sive	estimates	by SALES	rk original MANAGE	MENT.
COUNTIES CITIES (Continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg. Hdwre. (\$000)	Drugs (\$000)
Orange	257	228,358	.1141	4,358	.1064	105	112	62,287	18,625	19,106	13,664	12,024	47,063	12,349	15,415	5,530
Beacen		103.003	.0818		.0888	152	187	86,534	6.796	18.988	8,594	5.886	#1,730	4,698	6,310	2.58
△Newburgh		81,010	.0405		.0266	141	215	19,223	5,441	10,341	7,661	4,889	16,614	4,018		1.654
Middletown		39,490			.0156	114	144	8,770	2,331	3,848	3,732	3,932	7,842	1.848	2,393	1,078
Port Jervis		19,917	.0099		.0065	120	183	7,075	1,506	1,357	1,003	1,201	3,458	657	1,197	603
Orleans	1	34,648	.0173	3,536	.0173	93	93	9,695	2,008	2,488	1,597	1,506	6,925	2,344	3,206	884
Medina		15,527	.0078		.0051	134	205	4,157	470	1,655	769	699	3,808	896	881	526
Oswege		78,775	.0383	3,147	.0423	87	79	21,162	6,001	6,084	3,102	3,687	14,124	6,319	5,410	2,669
Oswego		26,449			.0130	97	99	8,382	1,864	2,130	1,761	1,088	4,942	1,656	1,056	1,012
Fulton		23,892	.0119		.0094	108	187	6,652	1,774	2,313	1,083	1,743	4,525	1,971	1,346	564
Otsego		89,224	.0348	4,025	.0321	101	100	14,037	4,339	8,000	2,165	1,710	14,272	4,007	5,917	1,633
Oneonta		31,527	.0157		.0114	134	185	6,246	2,009	6,432	1,422	1,128	6,508	1,396	2,308	955
Putnam		36,586	.0183	5,540	.0151	114	138	8,165	3,208	1,031	430	628	11,875	2,485	4,886	1,000
2Queens	99A	1,865,736		3,344	1.2000	116	90	657,777	164,909	168,576	133,725	113,153	282,689	90,065	62,039	48,057
Rensselaer	2	158,311	.0791	3,639	.0848	102	95	43,367	12,235	16,084	16,268	9,299	29,149	10,503	5,118	3,700
▲Troy		112,125			.0505	114	128	30,138	7,483	13,646	16,052	7,463	20,299	5,268	2,148	2,540
Rensselaer		12,830			.0069	106	98	4,574	1,364	207	81	1,278	765	1,508	912	632
2Richmond	99A	184,948	.0924	3,077	.1253	101	74	86,279	17,186	11,668	11,190	8,551	31,919	8,016	6,620	5,289
Rockland	99A	118,601	.0593	4,007	.0649	96	88	35,405	10,658	7,078	6,091	5,446	25,123	6,651	10,440	2,967
Nyack		20,650			.0056	100	294	5,825	965	1,220	2,553	1,207	5,708	726	623	467
Spring Valley		22,433	.0112		.0000	176	329	6,186	1,520	1,406	723	1,088	7,476	627	2,096	426
Haveretraw		15,582	.0078		.0049	148	236	5,380	940	1,121	625	1,040	2,735	504	1,969	458
Suffera		14,562	.0073		.0045	178	281	5,936	666	658	1,144	775	2,530	255	1,062	427
St. Lawrence		105,444		3,347	.0578	86	78	26,814	7,068	9,722	5,993	4,019	22,267	7,680	7,162	2,536
Massena		27,238			.0103	110	145	6,771	1,892	2,148	2,026	1,342	7,297	1,630	1,436	394
Ogdensburg		21,797	.0109		.0092	98	110	5,746	1,040	2,329	1,607	1,399	5,074	1,506	984	433
Potedam		14,856	.0074		.0056	127	168	3,749	978	1,695	890	326	3,275	814	1,044	249
Gouverneur		12,436			.0038	131	314	3,087	737	1,212	785	537	3,292	636	1,065	271
Saratoga		79,363		3,137	.0461	94	81	24,108	8,580	3,784	3,015	2,989	15,767	8,057	4,901	1,943
Saratoga Springs		23,922	.0120		.0107	111	125	3,580	3,446	1,844	1,399	1,505	6,503	1,401	967	748
Mechanicville		12,713	.0064		.0053	123	140	3,551	947	650	749	363	3,160	890	923	314
Schenectady		193,182		3,094	.1082	113	101	55,578	13,508	24,986	14,156	9,353	29,782	11,365	12,367	5,530
▲Schenectady		168,900	.0344		.0732	129	149	47,582	11,333	23,509	13,990	8,471	26,103	8,957	10,830	4,644
Scotia		15,563	.0078		.0065	130	156	6,359	949	241	165	123	3,463	1,367	435	677
Scheharie		27,225	.0138	3,679	,0136	95	95	5,873	1,543	1,894	400	885	6,469	2,787	2,373	459
Schuyler		13,563	.0088	2,948	.0073	80	75	3,746	1,300	410	410	643	3,483	1,304	992	213
Seneca		33,551	.0167	4,598	.0150	91	102	8,521	3,224	684	1,154	1,094	8,884	4,185	2,162	1,005
Steuben		98,501	.0483	3,351	,0522	92	85	25,165	7,180	7,360	5,784	4,447	22,045	7,498	7,277	2,265
Corning		25,339			.0128	114	118	7,036	1,967	2,004	1,901	1,399	7,201	1,744	425	768
Hornell		24,018	.0120		.0096	112	140	6,285	1,328	2,394	2,057	1,474	4,808	1,439	2,346	581
Bath		16,854	.0084		.0053	151	240	3,379	907	1,073	1,270	903	5,394	931	1,199	286
Suffolk	98A	607,712		3,988	.3171	98	94	174,109	44,062	37,017	31,509	24,150	110,277	39,470	68,130	14,637
Patchogue		46,270	.0231		.0105	214	471	11,917	1,582	6,787	3,486	2,656	8,648	1,815	2,406	990

2 The city of New York includes Bronx, Kings, Queens, New York and Richmond counties. SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

NEW YORK	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" s	ymbols ma s by SALES	rk original MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Orink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$900)
Babylon,		34,319	.0171		.0105	178	290	14,451	1,913	921	1,315	1,340	7,410	1,008	1,437	1,010
Kings Park		19,769	.0099		.0072	65	90	5,534	1,529	1,101	997	758	3,515	1,386	2,416	470
Amityville		36,577	.0183		.0096	204	389	8,097	1,629	1,372	1,666	856	14.322	999	3,774	577
Lindenhurst		29,433	.0147		.0121	111	135	11,846	2,275	1,797	3,219	1,046	356	1,942	4,348	834
Southampton		19,616	.0098		.0050	200	392	4,919	1,031	1,052	1,385	355	5,568	823	2,068	558
Sullivan		84,350	.0422	6,295	.0294	117	168	22,767	7,140	4,039	3,740	2,848	15,546	4,298	7,508	2,758
Monticello		20,468	.0102		.0054	186	352	7,494	1,483	740	1,308	653	4,850	660	1,744	619
Liberty		17,211	.0086		.0048	160	287	4,594	1,392	530	1,484	819	3,661	773	1,225	490
Tlega		34,952	.0174	3,427	.0179	92	90	8,744	1,614	1,749	1,265	786	6,610	3,339	2,139	524
Tempkins		69,648	.0348	3,518	.0434	103	83	18,038	4,851	6,323	3,662	2,980	13,306	5,373	4,291	2,351
Ithaca		53,014	.0965		.0258	128	131	12,005	4,126	5,720	3,491	2,453	11,041	4,312	2,638	1,461
Ulater		121,528	.0808	3,628	.0606	97	98	31,109	9,986	9,887	5,825	5,181	20,169	8,375	12,821	3,381
Kingston		58,419	.0292		.0218	122	164	13,627	4,330	6,549	4,536	2,938	10,776	2,698	6,163	1,714
Warren		75,853	.8378	5,748	.0280	114	184	18,301	7,157	7,884	5,840	3,572	17,022	3,837	5,027	2,431
Glens Falls		48,618	.0243		.0160	134	204	12,207	2,651	6,890	5,479	3,119	8,197	2,041	3,041	1,540
Washington		41,797	.0200	3,051	.0235	85	75	12,645	3,341	1,958	1,248	922	5,400	4,282	3,290	1,160
Wayne		146,033	.0730	8,250	.0444	128	267	19,170	5,249	67,862	2,510	3,398	22,602	5,050	8,138	1,886
Newark		84,124	.0420		.0171	238	583	4,536	1,316	65,091	1,001	1,218	7,082	1,070	855	531
Westchester	SSA	1,089,152	.5441	4,806	.5024	133	122	295,232	82,094	124,876	92,109	65,630	200,537	65,260	45,829	26,829
Yonkers		192,369	.0981		.1244	118	91	62,434	16,905	10,229	17,356	11,715	36,621	12,051	5,975	5,194
White Plains		205,505	.1027		.0595	204	352	34,118	11,760	39,289	30,837	19,197	36,056	8,192	7,388	2,537
Mount Vernon		102,268	.0511		.0570	129	116	27,044	6,278	7,991	8,204	8,495	22,452	4,514	3,440	2,388
New Rochelle	-	116,117	.0590		.0602	141	136	25,135	7,584	14,821	13,274	6,601	30,990	4,437	4,009	2,450
Port Chester		41,840	.0209		.0181	126	145	13,166	4,003	3,848	8,921	3,273	4,476	2,204	2,120	1,236
Peekskill		48,440	.0242		.0158	149	228	13,687	2,977	4,244	4,849	3,082	9,280	2,305	3,527	1,494
Ossining		23,134	.0116		.0117	113	112	7,526	1,645	927	1,220	1,353	5,382	1,229	854	531
Bronxville		18,216	.0091		.0092	236	233	7,167	1,821	1,504	1,577	280	459	1,930	***	1,057
Mount Kisco		29,244	.0146		.0076	200	384	8,210	972	796	1,945	1,362	8,855	931	2,083	400
Scaredale		30,499	.0152		.0213	209	149	8,514	1,943	9,619	764	518	1,384	2,736	2,079	1,189
Mamaroneck		26,172	.0131		.0135	136	132	7,758	3,548	2,582	1,240	870	3,806	1,737	1,280	904
Rye		19,819	.0099		.0127	161	125	6,865	1,517	224	429	738	5,548	1,158	405	713
Larchmont		24,665	.0123		.0087	223	315	8,549	1,774	407	1,001	1,995	5,625	1,700	893	590
Tarrytown		15,947	.0000	7	.0088	142	129	6,730	1,913	479	980	1,339	1,580	294	1,011	664
Tuckahoe		22,604	.0113		.0061	174	323	6,981	1,777	745	267	595	8,244	1,639	580	697

O SM, 1958.

Before using these figures read foreword, page 13.

# MORE ADVERTISERS* USE WOR THAN ANY OTHER RADIO OR TV STATION IN NEW YORK!

WOR radio

The Station With The Largest Audience In America

*National spot and local

Source: Broadcast Advertisers Report

NEW YORK	Me-			RET	TAIL S	ALES-	SM E	STIMA		957		The	e "SM" sy estimates	moots ma	MANAG	EMENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Aute- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Wyoming		38,57	6 .0193	4,334	.0172	90	101	8,889	1,975	2,503	1,195	1,294	10,241	2,667	3,702	8
Yates		20,11 13,28			.0108	98 133	90 200	5,723 3,274		1,241 888	508 382	<b>687</b> 537	5,142 3,619	1,011	1,572 1,100	
Total Above Cities		17,927,20	3 8.9560		8.8946	122	122	4,773,444	1,899,060	2,303,501	1,936,109	1,148,172	2,470,638	718,050	673,664	479,9
State Total		20,658,47	4 10.3204	4,135	10.8578	114	108	5,521,875	2,144,778	2,456,380	2,006,316	1,231,127	2,984,539	966,776	941,044	549,7
METRO. AREAS				RE	TAIL S	ALES-	SM E	STIMA	TE8, 1	957						
Albany-Schenectady-			1	1			1									
Troy	2.	725,88	7 .3820	4,058	.3673	111	109	184,124	56,384	113,881	62,052	37,313	122,016	41,464	31,392	
△Auburn	176	81,93	8 .0406	3,741	.0412	96	95	20,138	5,345	6,554	5,574	5,078	15,213	4,363	7,406	1,7
Binghamton	18	243,90	7 .1218	3,940	.1264	105	101	60,035	20,354	31,962	14,603	12,384	47,239	17,235	12,857	7,2
Buffalo	21	1,577,24	2 .7879	4,104	.8009	106	104	408,530	147,786	203,968	119,193	81,039	283,713	99,361	99,143	47,3
△Elmira	283	120,28	.0890		.0590	103	103	30,406	8,586	12,278	9,635	7,132	24,155	6,897	10,147	3.0
△ Jamestown	218	100.85		3,645	.0851	100	99	43.765	13,855	17,710	10.933	7.233	33,483	13,216	12,208	4.2
New York-N. E. New Jersey (New York					,,,,,,					.,,		.,				
Portion Only)	99A	13,514,17	9 6.7513	4,196	7.2914	120	111	3,739,756	1,569,431	1,591,085	1,549,654	894,731	1,582,639	505,962	485,437	355,7
Newburgh-Beacon.	257	412,80	2 .2062	4,364	.1997	103	106	107,771	33,875	40,857	23,749	19,311	83,043	24,732	25,858	10.4
Rochester	119	718.78				112	107	172,434	52,225	105,862	49,835	41,134	148,578	40,003	38,523	22.2
Syracuse	146	504.53	-	1		108	108	124,512		70,028	36,480	21,034	106,264	29,426	27,300	13,8
				7.4		99	90	90,445	27,108	32,039	22,918	18,778		25,534	23,849	9,1
Utica-Reme	155 275	346,18			.1731	100	106	24,441	8,192	12.787	7.248	3,729	61,725 22,828	7.332	7,830	3,2
Total Above Areas		18,525,63	-	-	9.8230	116	109		1,987,889				-	815.525	781,950	
NORTH	CA	RO			(Othe	er South	Atlantic Stat	es: Delaw	are, Distri	t of Colu	mbia, Flo	rida,	2,000,000	010,320	701,000	400,0
					Georg		rland, Sout	h Caroli	na, Virg	inia, Wes	1 1	12.)	NUMBE	R OF OU	TLETS	
Maps, pages 559	560	(thous.)	1			1					(thous.)		1 1	1 1	1 1	
		8	sts	W - 1 - 1	1 2 ×	1.	I w				5	- 20	1 × 1 = 6	0 ×		I .
City Cou	miv	Pep. (th Total	Outle Food	Eat. & Drink, Gen'l.	Aeparel F-H-A	Gas Sta	L-B-H Drugs	11	City	County	Pop.	Total Outlet Food	Eat. & Drink. Gen'l. Mdse.	Apparei F-H-A	Auto.	L-B-H
	_			21 1				OII-				166 4		13 9		-
Albemarie Stanly .			14 58				-11		ton			308 9				
AsheboroRandol			38 75	14 1					cord							
Asheville Buncer			44 180						m			152 2				
Burlington Alamar			81 102	00 5					haml			853 23				
Charlotte Meckin	enberg	164.2 1,6	31 311	291 17	5 127 9	73 23	57 59	Eliz	abeth City.	Pasquotank		257 10	page 552		16 25	12
			PO	PULATIO	PN	1	EFFECTIV	/E	(QII)			nued on	page 332			
	Me-	0	M EST	TIMATES	1/1/58	_	BUYING	INCOME -	_ SH	ESTIMA	TES, 1957					
COUNTIES	tro- poll-		1	House- s		ban			Inco			Income B	ireakdown e	f Househo	Ada	
CITIES	tan Area	Total (thou- sands)	of	(thou-	ing (th	ou- Do	et % of U.S.A.	Per Capita	Per Po Hald. C. S	. U. 80-	2,499 8	2,500-3,999	84,000-6,1	\$7,000	-9,999 \$10	0,000&ov
011120		aurus/	O.O.A.		hous.)		,			Halda	inc. H	slds. Inc.	Halds. In	c. Halds	Inc. H	sids. Inc

© SM, 1958.

Before using these figures read foreword, page 13.

### BURLINGTON

A North Carolina Synonym for

INDUSTRIAL PROGRESS

Both business and workers prosper in Burlington . . .

The city and surrounding Alamance County are the home of more than 150 plants in twelve basic (2-digit S.I.C.) industries ranging from food to electronics and transportation equipment . . .

Testifying to the caliber of Burlington's labor force is the fact that the city's average Consumer Spending Unit income is the second highest in the state. The city also ranks second in the per cent (69.8) of families earning \$4.000 and up. And among North Carolina cities of 25,000 population and more Burlington has the fourth highest sales index—63% above average volume. Progress is a habit in Burlington.

Locate here and prosper. The city excels in cooperative "climate," skilled labor force, facilities.

Chamber of Commerce George D. Colclough, Manager BURLINGTON, N. C.

### *Both Surveys have agreed again, In Rochester it's CHANNEL TEN!

### *TELEPULSE

Rochester Metropolitan Area October, 1957

### 15

of the TOP 17 shows in Rochester

### 280

FIRSTS and one tie-for-first out of 459 competitive quarter-hours

### 125

FIRSTS
out of 168
competitive nighttime
quarter-hours

### 155

out of 290 competitive daytime quarter-hours

NATIONAL REPRESENTATIVES: The Bolling Co. (WVET-TV). Everett McKinney (WHEC-TV)

### In Rochester, N. Y.

IT ALL ADDS UP TO

### *A.R.B.

Rochester Metropolitan Area November, 1957

### 15

of the TOP 20 shows in Rochester

### 274

FIRSTS and ten ties for first out of 487 competitive quarter-hours

### 129

FIRSTS and one tie out of 196 competitive nighttime quarter-hours

### 145

out of 291 competitive daytime quarter-hours

## CBS BASIC



**HOW DOES YOUR BRAND STAND** 

in this rich 17-county market?

Get the facts about the highest per capita FOOD MARKET in North Carolina . . . ASHEVILLE, the heart of a rich, self-contained 17-county market. Almost 500,000 people pour money into Asheville to make N. C.'s highest per capita food market. WRITE, WIRE OR CONTACT YOUR WARD GRIFFITH MAN

### The Asheville Market at a Glance:

POPULATION INCOMES RETAIL SALES FOOD SALES 485,600 \$537,025,000.00 \$382,997,000.00 \$87,614,000.00

## THE ASHEVILLE CITIZEN THE ASHEVILLE TIMES

Nationally Represented by

### WARD GRIFFITH COMPANY, INC.

New York 17 ... 247 Park Avenue Boston 16 ... Statler Bldg. Philadelphia 7 ... Philadelphia Bank Bldg. Charlotte 11 ... Wrigley Bldg. Detroit 2 ..... General Motors Bldg.
Atlanta 3 .... Fulton Nat. Bank Bldg.
San Francisco 4 . Russ Bldg.
Portland 5, Oreg. U. S. Nat. Bank Bldg.
Greenville, S. C. . 505 News Bldg.

	9			NU	MBE	ROF	001	LET	S					us.)			NUI	MBEI	R OF	OUT	LETS	3		
N. CAROLINA Cont. from p. 550 City County	Pop. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs	City	County	Pop. (thor	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Sta.	L-B-H	Druge
FayettevilleCumberland.	48.6	584	150	104	51	43	36	42	70	18	14	Jacksonville	Onslew	13.0	203	40	39	16	21	12	15	20	4	-
Forest City Rutherford	6.2	138	25	10	8	11	13	22	19	8	3	Kannapolis.	Cabarrus	31.3						*	*			
GastoniaGaston	35.2	450	124	87	32	33	33	41	57	18	8	Kinsten	Leneir	28.7	325	80	30	27	30	22	16	37	16	11
GeldsbergWayne	26.3	363	100	27	41	33	19	28	45	14	12	Lenoir	Caldwell	12.0	187	42	21	16	19	14	18	16	13	1
GreensboroGuilford	119.7	1.071	228	152	116	89	88	42	151	34	33	Lexington	Davidson	16.0	321	96	34	34	20	21	28	37	13	
GreenvillePitt	19.0	325	55	60	37	23	25	23	33	7	11	Lumberten.	. Robeson	15.0	232	69	18	16	18	13	25	19	11	
Henderson-												Marion	McDowell	3.5	137	29	18	11	10	12	14	11	14	1
villeHenderson	6.8	258	54	22	18	19	16	19	29	23	7	Monroe	Union	11.8	198	73	18	11	14	11	19	12	13	1
HendersonVance	14.5		76	23	25	20	16	23	36	13	11	Morganton,	Burke	9.8	214	88	18	22	11	10	18	32	9	1
HickoryCatawba	20.2		88	35	28	29	29	34	39	14	9	Mount Airy.	Surry	8.1	272	88	35	18	19	18	19	25	16	1
High Point Guilford	45.2		152	111	50	60	48	43	69	17	18	New Bern	Craven	18.9	286	79	40	15	23	28	22	33		

		6	M P	OPULAT STIMAT	ION ES, 1/1/	56		FECTIVITYING I		_ (	E E	STIMA	TES, 1	957	Th	e "SM" estima				ginal, e AGEME	
COUNTIES	Me- tro- poll-			House-	Con-	Urban					Income			lini	rome B	reakslow	vn of H	ieuseho	lds		
(continued)	tan Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	0.5.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Haids	2,499 % . Inc.	\$2,500 % Halds.	%	\$4,000 % Hsids.	%	\$7,000 % Halds.	%	\$10,000 % Halds.	%
Alexander		14.8	.0086	3.5	3.8		13,068	.0044	883	3,734	3,382	39.4	16.9	28.9	27.0	25.9	39.4	4.3	9.9	1.5	6.8
Alleghany		7.7	.0044	2.1	2.2		6,746	.0022	876	3,212	2,984	54.2	26.7	24.3	26.0	16.7	29.3	2.9	7.8	1.0	10.4
Anson		25.4	.0148	6.0	6.2	3.3	21,038	.0071	828	3,506	3,341	43.2	19.0	26.3	25.2	24.6	38.5	4.4	10.5	1.8	8.8
Ashe		21.4	.0124	5.0	5.3		15,545	.0052	726	3,109	2,919	52.0	26.3	26.6	29.2	17.7	31.8	2.8	7.0	1.1	5.7
Avery		12.8	.0075	3.1	3.3		9,891	.0033	773	3,191	2,935	49.9	25.0	27.1	29.4	19.7	35.1	2.5	6.8	.8	3.7
Beaufort		38.5	.0224	9.4	10.2	13.8	34,406	.0116	894	3,660	3,386	43.7	18.9	26.6	25.2	23.4	36.1	4.2	9.7	2.1	10.1
Washington		11.7	.0068	3.1	3.7		13,200	.0045	1,128	4,258	3,557	38.4	15.2	25.9	22.3	27.8	39.1	5.2	11.0	2.7	12.4
Bortio		26.5	.0154	5.9	6.5		21,641	.0072	817	3,668	3,301	43.2	19.0	26.5	25.4	24.5	38.2	4.1	9.6	1.7	7.8
Minden		30.2	.0175	8.6	7.0		23,331	.0078	773	3,535	3,324	40.6	17.9	28.7	27.8	25.4	39.9	4.1	9.6	1.2	5.0
Brunswick		20.6	.0120	4.5	4.9		15,780	.0053	766	3,507	3,181	41.9	19.2	29.7	29.6	24.1	39.3	3.4	8.4	.9	3.5
Buncombé	7	135.4	.0787	30.3	42.7	63.9	103,144	.0648	1,426	5,321	4,518	21.8	8.6	24.5	16.3	38.8	42.1	10.3	16.9	4.6	18.1
AAshevills		57.4	.0334	16.8	20.9		98,109	.0329	1,709	5,840	4,678	19.1	5.5	22.9	14.2	40.5	41.0	11.7	18.0	5.8	21.3
Burke		50.3	.0293	11.7	12.5	13.1	51,129	.0171	1,016	4,370	4,089	25.6	9.1	28.0	21.7	36.7	48.2		14.1	2.3	8.9
Morgantown		9.8	.0057	2.8	3.1		14,356	.0048	1,465	5,127	4,513	21.0	6.5	24.7	16.7	40.1	44.3	10.3	17.3	3.9	15.2

SM Standard ( $\triangle$ ) and Potential ( $\triangle$ ) Metropolitan County Areas. *Not available

Before using these figures read foreword, page 13. © SM, 1958.

### Kannapolis . . . one of the best FOOD and DRUG Markets

ABC CITY ZONE POPULATION

37,556 ABC 9-30-57

### 11th in POPULATION

in North Carolina

Independent Coverage

90%

87%

NUMBER OF OUTLETS

1

9-30-57

among North Carolina's 15 LARGEST CITIES

### ...and growing steadily!

GAINS REGISTERED IN EVERY MAJOR SALES CATEGORY

	1956	1957	'57 Gain	(add 000)	1956	1957	'57 Goin
Total E.B.I.	45,680	48,164	2484	F.H.A. Sales	3,685	3,870	185
Tot. Ret. Sls.	43,172	45,409	2237	Automotive	6,456	7,356	900
Food Sales	12,095	13,200	1105	Gas. Sta.	4,589	5,323	734
Gen. Mdse.	4,799	4,867	68	Drug Sales	1,544	1,990	446

ALL MARKET DATA FROM 1958 S.M. SURFET OF BUYING POWER
ONLY The Independent provides effective coverage of the thriving Kannapolis Market!

### The Daily Independent

Kennapolis, N. C., EVENINGS (Except Set.) AND SUNDAY National Representatives: JOHNSON, KENT, GAVIN & SINDING, Inc.

3066

NUMBER OF OUTLETS

City C	County	Pop. (t)	Total	Eat. & Drink.	Gen'l. Mdse. Apparel	F-H-A	Gas Sta.	Drugs		City	C	ounty	Pop. (ti	Total	Food	Eat. & Drink.	Gen'l. Mdee.	Apparo		Gas Sta.	L-8-H	Drugs
NewtonCata	wba	8.3	145	31 15	12 11	-	5 22	10 3	11	nithfield		ston		.3 13	3 25	15	15	12	7	13 14	7	
North				-					11	atosville		oll	. 20		-	-				29 34	17	
Wilkesbore Wilk		4.8		31 18	16 15		10 26	16 4		rbore		combe.	. 9					10		10 14	1 0	
RaleighWak		80.5		55 144	85 98	1	1111	21 27			lleDavi		. 11		_		21			17 25	1 -	
Reidsville Reci	cingnam.	13.8	267	65 25	26 17	22 2	21 34	12 5			onBeau		. 11				26			12 11	11	
Reanoke		10.0	010	77 15	25 24	10	13 13	4 4	11		lleHay			.2 14			13			18 21 11 24	10	
RapidsHali		12.9	216						11		Colu	mous	. 9	.21 14	3 20	14	14	1	10	24	10	1 '
Rockingham . Rich		8.0 32.2		33 9 40 47	19 15 42 54		5 25 28 54	8 3	441	iimingu	mNew	never.	. 54	.6 70	2 191	113	50	78	24	29 77	19	21
Recky Mount Nast		5.4		42 11	29 10		9 33	13 4	W	Heen		on	1				30			23 44		
RexberoPers		22.8		01 41	31 38		2 52	11 9		inston-	94113	un	- 61	.0 311	96	44	30	44	**	44	**	10
SalisburyRow SanfordLoo.	ал	13.6		41 14	28 23		4 28	10 7	1		Fors	utila	114	.61,08	4 291	176	100	94	81	53 104	41	31
Shelby Cleve	eland,	17.3		72 18	35 12		2 39	12 7	'	Salem.	Fure	yes	114	.00,1,00	290	110	100	34	"	104	41	91
	1			POPULA	TION TES, 1/1/	/88		EFFECTIV BUYING II	E NCOME	_ 6	M ES	TIMAT	ES, 19	957			l" sym					
	Me-		T		Con-										cama B							
COUNTIES	poli- tan	Total	9%	House		Urban Pop.	Net	%	Per	Per	Income	-				1		T				
(continued)	Area	(thou- sands)	U.S.A	(theu-	ing	(thou- sands)	Dollars (000)	of U.S.A.	Capita	Hald.	C. S. U.	#0-2 % Hsids.	%	\$2,500 Halda	%	%	0-6,991 % L. Inc.	\$7,0 Hale	00-0,1 ls. Ir	6	1,000.	%
Cuharras	-	67.	5 .039	2 17.5	-	45.8	93.6	.0314	1,388	5.354	4,869	18.2	4.7	23.7	15.1	43.7		12.			.4	
Concord		17.	-	-			27,0				4,905	18.6	5.3	22.7	14.2	41.6		11.				20.3
1Kannapolis		31.					48.1					10.0	2.7	22.3	13.2	48.4		14.				16.2
Caldwell		47.	-									25.4	9.0	20.6	22.8	38.0	55.1	6.				10.7
Lenoir		12.			-		17,0					24.8	8.1	28.8	20.5	34.8		7.		-		17.9
Camden		5.			200		4,7					43.4	19.6	28.8	28.4	22.4		4.			.4	6.2
Carteret		27.	1 .018	7 6.	7.8	9.9	31.5	.0106	1,165	4,574	4.040	28.0	9.8	26.0	19.8	35.5	44.3	7.	7 14	.5 2	.8	11.6
Caswell		20.	4 .011	9 4.	3 4.7		16,0	.0053	785	3,723	3,388	39.0	16.7	27.3	25.4	27.9	42.5	4.	7 10	.8 1	.1	4.6
Catawins		69.	.040	6 18.	3 19.9	28.5	89.7	784 .0301	1,286		4,507	21.3	6.8	26.0	17.9	40.5	45.7	8.	5 14	.8 3	.7	15.0
Hickory		20.	2 .011	8 5.	6 6.6		31,3		1,550	5.593	4,679	17.9	5.2	23.6	15.0	43.7	45.3	9.	7 15	.2	.1	19.3
Newton		8.	3 .004	8 2.	4 2.4		12,2	.0041	1,478	5,112	4,989	17.4	5.1	25.1	16.2	42.3	44.3	10.	3 16	.8	.6	17.6
Chatham		24.	8 .014	4 6.	1 6.3	2.6	23,3	.0079	940	3,822	3,645	37.3	15.0	27.5	24.1	27.7	39.7	5.	11	.8 2	.1	9.6
Cherokee		18.	2 .010	6 4.	2 4.5		14,3	.0048	791	3,426		46.9	21.8	26.1	26.5	22.0	36.3	3.	7 9	.3	.3	6.1
Chowan		12.	7 .007	3 2.	9 3.4	4.7	12,4	.0042	979	4,289	3,563	40.4	15.9	22.9	19.6	27.7	38.8	6.	2 13	. 2 2	.8	12.6
Clay		5.	-		3 1.5		4,2	.0014	715	3,246	2,804	51.3	26.8	27.7	31.4	18.5		2.	1 8	.8	.4	1.6
Cleveland	4.4	67.	8 .039	16.	5 18.8	25.0	77,6	.0260	1,145	4,796	4,120	30.3	10.4	24.6	18.1	33.2	40.4	8.	2 18	.1 3	.7	16.0
Shelby		17.			1 5.9		29,2		1,691	5,735	4,921	19.1	5.4	22.5	13.6	40.2	39.9	12.	0 18	.1 (		23.0
Columbus		53.			-					3,848		40.8	16.9	27.1	24.3	26.0		4.	7 10	.5		11.4
Whiteville	**	5.	2 .003	0 1.	6 1.8		8,1	.0027	1,560	5,070	4,357	25.3	8.1	26.1	18.1	35.2	40.0	8.	9 15	.3	.5	18.5
Craven		58.	0 0000		-	18.9			100000	5,533	3,669	32.8	11.4	20.1	15.3	34.7		9.		.8		13.5
New Bern		18.	9 .011	0 5.	6.4		25,8	80 .0087	1,375	4,811	4,019	32.2	11.1	23.9	17.9	32.2	39.5	7.	7 14	.3	.0	17.2
Cumberland	208	137.			2 88.7	52.9	195,6				2,921	64.6	27.3	2.8	2.7	20.2	30.3	8.	2 18	.6	1.2	21.1
△Fayetteville		48.	-				76,4					21.0	6.1	21.8	13.7	39.1						21.5
Currituck	1	6.	1 .003	8 1.0	1.8		8.4	.0021	1.052	3.564	3,456	40.5	17.3	26.5	24.6	26.9	40.9	4.	6 10	.6	.5	6.6

1 Kannapolis in Caharrus and Rowan counties. SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 13.

WSJS

television CHANNEL 12 WINSTON-SALEM/GREENSBORO

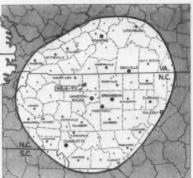
### SELLS ON SIGHT

IN PIEDMONT, NORTH CAROLINA
AND VIRGINIA

75 COUNTIES IN 4 STATES:



- · Set Count: 680,851
- Total Market Population: 3,198,000
- Maximum Power: 316,000 Watts
- Mountaintop Tower:
   2,000 Ft. above average terrain
- NBC Affiliate for Winston-Salem, Greensboro, High Point

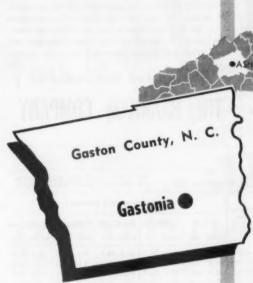


N. CAROLINA		0		OPULAT STIMAT	ION ES, 1/1/	58		FECTIV		- 6	SH) ES	STIMA	TES, 1	957	Th	e "SM estima	" symi	sales	nrk ori	iginal, e AGEME	xciu-
N. CAROLINA COUNTIES	tro- poli-			House-	Con- sumer	Urban					Income			In	come B	ireakdo	wn of H	iouseho	olds		
(continued)	Area	(thou- sands)	0f U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Captia	Per Hald.	Per C. S. U.	%	2,499 % i. inc.	\$2,500 % Helds	3-3,999 % . Inc.	\$4,000 % Hslds	76,999 % Inc.	87,000 % Halds	0-9,999 % . Inc.	\$10,00 % Heids	%
Dare		5.3	.0031	1.3	1.6		5,724	.0020	1,080	4,403	3,411	34.5	14.0	28.3	24.8	30.8	44.3	4.9	10.7	1.5	8.2
Davidson		68.9	.0400	18.1	18.7	27.2	84,729	.0284	1,230	4,681	4,508	21.8	7.1	27.0	19.0	39.5	45.7	8.3	14.5	3.4	13.7
Lexington		16.0	.0093	4.4	4.5		21,992	.0073	1,375	4,998	4,810	20.3	6.2	25.6	17.0	40.3	43.5	9.1	14.8	4.7	18.5
Thomasville		11.2	.0066	2.8	3.1		15,673	.0053	1,399	5,598	4,916	13.2	3.7	26.4	16.3	44.4	44.8	11.0	16.8	5.0	18.4
Davie		15.6	.0091	3.9	4.4		18,323	.0061	1,175	4,698	4,112	25.8	9.2	27.6	20.6	34.5	42.0	7.8	14.4	3.3	13.8
Duplin		41.1	.0239	9.6	10.3		31,319	.0105	762	3,282	3,632	49.1	23.8	26.3	27.7	20.4	35.1	3.1	8.2	1.1	5.2
Durham	44	113.8	.0862	29.5	33.6	93.6	186,210	.0624	1,636	6,312	4,588	18.3	5.0	19.8	11.8	42.5	41.4	13.1	19.3	8.3	22.5
▲Durham		87.4	.0508	23.3	29.7		154,241	.0517	1,765	6,620	5,180	17.4	4.7	19.1	11.2	43.5	41.8	13.5	19.6	6.5	22.7
Edgecombe		54.1	.0314	12.2	14.0	23.3	58,362	.0196	1,079	4,784	4,142	32.2	10.9	23.4	17.3	32.1	38.6	8.0	14.5	4.3	18.7
Tarboro		9.3	.0054	2.3	2.7		13,122	.0044	1,411	5,705	4,690	25.6	7.4	21.5	13.5	35.7	36.6	10.3	16.0	6.9	
Forsyth	165	179.4	.1043	48.9	58.9	123.9	290,481	.0974	1,619	5,940	4,928	16.8	4.6	22.5	13.5	42.1	41.0	12.3	18.1	6.3	22.8
▲ Winston-Salem		114.6	.0666	32.9	41.5		205,333	.0688	1,792	6,241	4,940	16.3	4.4	22.1	12.6	41.8	39.7	12.8	18.4	7.0	24.9
Franklin		30.6	.0178	7.0	7.8	2.6	26,434	.0000	884	3,778	3,361	42.4	18.2	25.6	23.9	25.4	38.7	4.8	11.2	1.8	8.0
Gaston	212	128.3	.0746	32.5	38.1	69.4	173,850	.0583	1,355	5,349	4,811	16.2	4.8	24.6	15.7	43.7	45.6	11.1	17.5	4.4	16.4
△Gastonia		35.2	.0205	9.2	10.8		53,987	.0181	1,534	5,868	4,956	13.8	3.8	23.7	14.2	44.6	43.7	12.2	18.0	5.7	20.3
Gates		9.6	.0056	2.3	2.3		6,854	.0023	714	2,980	2,930	54.1	27.4	25.2	27.8	16.5	29.8	2.8	7.7	1.4	7.3
Graham		7.4	.0043	1.7	1.9		6,373	.0021	861	3,749	3,225	44.7	19.9	25.7	24.8	24.1	38.2	3.9	9.4	1.6	7.7
Granville		32.7	.0190	6.8	7.8	6.9	30,088	.0101	920	4,425	3,852	33.7	12.4	26.6	21.2	29.8	38.9	6.7	13.3	3.2	14.2
Greene		17.8	.0104	3.6	3.0		15,638	.0052	879	4,344	3,943	40.5	14.7	23.3	18.6	24.8	32.1	6.8	13.2	4.6	21.4
Guilford	58	224.7	.1306	59.1	74.9	176.9	380,192	.1275	1,692	6,433	5,072	16.1	4.2	19.8	11.1	42.6	39.1	13.8	19.1	7.7	26.5
▲Greensboro		119.7	.0696	31.7	46.4		236,729	.0794	1,978	7,468	5,094	11.7	2.8	16.5	8.4	46.2	38.8	16.3	20.7	9.3	29.3
▲High Point		45.2	.0262	12.8	15.2		76,429	.0256	1,691	5,971	5,016	16.9	4.6	22.6	13.3	41.7	40.2	12.0		6.8	
Hallfax		80.9	.0354	13.2	15.0	18.8	58,402	.0196	959	4,424	3,870	35.4	13.0	24.6	19.6	29.8	38.7	6.8		3.4	15.3
Roanoke Rapids		12.9	.0075	3.7	4.2		19,523	.0066	1,513	5,276	4,648	22.6	6.8	23.4	15.2	38.5	41.3	10.5		5.0	
Harnott		55.8	.0323	12.9	14.9	11.4	87,514	.0193	1,034	4,458	3,849	32.6	11.7	26.3	21.0	32.1	41.8	6.8	13.5	2.8	12.0
Dunn		8.2	.0048	2.2	2.6		11,272	.0038	1,375	5,124	4,276	27.0	8.7	25.8	18.1	33.8	38.6	8.6	14.9	4.8	19.7

2 Rocky Mount is in Edgecombe and Nash counties. SM Standard (♠) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 13. © SM, 1958.



### Among ALL 9 North Carolina Metropolitan County Areas



### The Facts

Metro. County Area

Population	128,300
Households	32,500
Total E.B.I.	\$173.850.000

### Retail Sales

Total	\$110,830,000
Food Sales	30,192,000
Automotive	23,736,000
Gen. Mdse.	16,780,000
F.H.A	
Apparel	5,937,000
Gas	9,278,000
LBH	5,412,000
Drugs	3,320,000

A.B.C. City Zone
POPULATION

50,919

The Gazette reaches 96% of all families in the ABC City Zone — 90% of all urban families in the county.



### The Gastonia Metropolitan County Area

(GASTON COUNTY, N. C.)

offers the greatest food sales potential per advertising dollar invested

...and by a wide margin!

(Based on using the home newspaper (s) for each Metro. County Area, at line rates in effect March 1, 1958)



### THE GASTONIA GAZETTE

Gaston County's only Home Newspaper

3068

National Representative: JOHNSON, KENT, GAVIN & SINDING, Inc.

MAY 10, 1958

555

# Wilmington Morning Star THE WILMINGTON NEWS THE SUNDAY STAR-NEWS

in Southeastern North Carolina's 8-county Wilmington market.

### YOUR REPRESENTATIVES

Your front-line product representatives for sales to Wilmington's trade area of 81,300 prosperous families. As North Carolina's major port city and new industry site, Wilmington's families who spent \$245,476,000 on goods and services last year not only require the necessities of life but have the means to buy the things they want. Your newspaper schedule in Star-News Newspapers will be an unbeatable force in developing your sales success.

Represented Nationally by

### THE BRANHAM COMPANY

N. CAROLINA		J		PULAT		58	EF BU	FECTIVI	E NCOME	_ 6	SM E	STIMA	TES, 1	957						pinai, e AGEMI	
COUNTIES	Mo- tro- poli-		~	House-	Con- sumer	Urban		_			Income			Inc	ome B	reakde	en of H	lousoha	ide		
(centinued)	Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pap. (thou- eands)	Net Dollars (000)	% U.S.A.	Par Capita	Per Hold.	Per C. S. U.	#0-2 Holds	% Inc.	\$2,500 % Haida	% Inc.	\$4,000 % Haids	% Inc.	\$7,000 % Halds	0%	\$10,00 % Halds	
Haywood		40.1	.0233	10.2	10.8	11.1	47,279	.0158	1,179	4,635		28.8	8.8	22.4	16.2	38.1	44.9	9.7	17.3		12.8
Waynesville		6.2	.0036	1.7	1.9		8,269	.0027	1,334	4,864	4,202	25.2	8.4	24.3	17.7	38.5	45.5	8.8	15.8	3.2	12.6
Henderson		34.2	.0199	9.5	10.1	6.8	39,570	.0133	2000	4,165	3,901	35.3	13.2	26.7	21.7	28.6	37.9	6.1	12.1	3.3	15.1
Hendersonville		6.8	.0040	3.1	3.4		10,253	.0035	1,508	4,882	4,188	29.7	9.9	25.0	18.7	33.2	38.2	7.6	13.6	4.6	19.6
Hortford		22.1	.0129	4.8	5.4	3.8	18,546	.0062	839	3,864	3,378	41.0	17.7	27.0	24.9	24.8	37.5	4.6	10.5	2.0	9.4
Heke		15.9	.0092	3.3	3.4		10,935	.0037	688	3,314	3,131	47.4	22.3	25.8	26.1	21.9	36.7	4.0	10.1	1.1	4.8
Hydo		5.8	.0834	1.4	1.5		4,384	.0014	756	3,131	2,789	54.6	28.8	24.9	28.5	17.0	31.8	2.9	8.1	.6	2.8
fredell		60.3	.0351	15.6	16.7	25.9	69,323	.0233	1,150	4,444	4,138	27.8	9.8	26.3	19.9	35.5	44.2	8.0	15.1	2.7	11.2
Statesville		20.1	.0117	5.6			26,279	.0088		4,693		26.3	8.7	25.8	18.7	35.7	42.1	8.6	15.4	3.6	15.1
		18.7	.0108				15,022	.0050				45.8	21.3	28.8	27.2	22.5	37.1	3.7	9.2	1.2	5.2
Jackson		65.4	.0381	15.7		8.9	58,907	.0198		3,752		39.8	16.7	27.3	24.9	26.2	38.9	4.7	10.6	2.0	8.9
Smithfield		6.3	.0036				9,063	.0030			4,467	23.4	7.3	25.8	17.3	36.9		8.7	14.4	5.2	
								0007	-					-			***		44.0		
Jones		10.5	.0061	8.6	1		8,099 33,357	.0027	1,200			42.8	18.6	28.1	24.8	24.5	37.9	5.0	11.8	1.6	14.5
Loo				1	1	2000	2000					19.7		25.2	16.4	40.2		10.1	16.3	1	
Sanford		13.6	.0289	1			20,088					10000	5.9	1						4.8	
Lenoir				1			52,605		24 5 5 5			36.5	13.1	24.6	17.3	27.9		7.0	13.6	4.0	2000
Kinston		26.7	.0155	7,0	9.1		37,467	.0125	1,403	4,996	4,108	32.6	10.9	23.8	17.3	30.5	30.3	8.2	14.7	4.9	20.8
Lincoln		28.3	.0165	6.9	7.1	5.6	28,130	.0094	994	4,077	3,950	31.4	11.7	20.3	28.6	31.3	41.4	5.2	10.5	2.8	12.8
McDowell		27.7	.0161	8.8	7.8	8.4	30,309	.0102	1,094	4,457	4,030	26.4	9.4	28.0	21.6	35.8	45.2	7.4	14.1	2.4	9.7
Marion		3.5		1.0	1.1		5,513					21.5	6.2	23.7	14.8	39.4		9.0	14.0	6.4	
Macon		16.4	.0095	3.9	4.1		13,025	.0044	794	3,340	3,170	46.0	21.4	26.4	28.8	22.2	36.6	4.3	10.6	1.1	4.6
Madison		19.1	.0111	4.3	8.5		15,266	.0051	790	3,550	2,746	54.9	29.0	24.5	28.0	17.5	32.9	2.4	6.9	.7	3.2
Martin		28.8	.0168	6.1	6.7	8.2	22,999	.0077	799	3,770	3,384	41.9	17.9	26.1	24.3	25.6	38.8	4.6	10.6	1.8	8.4
Mecklenburg	26	263.3	.1531	70.7	86.5	171.4	472,550	.1584	1,796	6,684	5,463	14.5	3.5	18.7	9.9	42.6	36.8	15.1	19.7	9.1	30.1
▲Charlotte		164.2	.0954	46.7	57.8		322,283			6,901	5,871	13.7	3.2	18.3	9.4	42.6		15.5	19.6	9.9	32.0
Mitchell		14.3	.0063	3.4	3.8		11,419	.0039	799	3,359	3.183	48.2	21.4	27.3	27.5	21.5	35.3	3.5	8.6	1.5	7.2
Montgomery		17.7					17,142			1 - 1		36.1		27.1	23.4	29.4		5.2		2.2	
Moore		33.2	1					1		1 -4	1	31.2		26.1	19.6	31.3		7.2	13.2	4.2	
																				1	
Nash		62.7	.0384	1									11.8	25.9	20.1	30.0		6.9	13.2	3.8	
2Rocky Mount		32.2	1		1		47,492				1		7.8	24.1	16.1	35.9		9.8	15.7	5.3	
New Hanover,	278	75.5		1	1							27.3	8.8	24.1	16.9	35.2		9.0	15.7	4.4	
△Wilmington Northampton		28.2			1	1 1	83,206 21,800					24.2 45.7	7.4	23.8 25.8	15.0 24.3	37.8		10.1	16.6	2.5	
Onslow		89.1	.0344	11.4	26.7	16.7	88,785	.0298	1,502	7,788	3,313	35.2	11.8	10.5	7.8	39.5	47.1	11.0	19.9	3,8	13.4
Jacksonville		13.0		1			20,232					31.8		19.6	14.2	34.2		10.3	18.1	4.1	
Orange		40.5	1	1				1				30.0		16.4	10.5	35.6	2000	11.0	17.3	7.0	
Pamilico		10.5		1	1		9,217	1				43.8		27.2	26.1	23.8		3.8	9.2	1.6	
		07.0	0100	7.0		48 9	24 024	8554	1 000	4 000	2 000	20.0	11.0	94.0	10.0	90.0	42.0	2.0	10.0		12.4
Pasquotank		15.7	.0162					1						24.2	19.0	32.6		7.3	14.1	3.1	
Elisabeth City		18.6					21,278 14,063	1	1					24.0	18.3	33.8		8.0	9.0	3.4	
Pender		9.5	1		1	1	8,495	1		1				28.6	26.4	20.4		3.6	9.0	1.9	
Perquimans		9.0	.9600	2.0	2.0		0,498	.0028	080	3,300	3,225	47.3	21.0	20.0	29.4	20.5	33.2	3.1	0.1	1.9	9.7
Person		23.9				1								27.9	24.0			5.8	12.4	1.6	
Roxboro		5.4	.0031	1.5	1.7	1	6,964	.0023	1,290	4,643	4.073	28.2	9.8	26.6	19.9	33.7	41.6	8.4	15.7	3.1	13.0

2 Rocky Mount is in Edgecombe and Nash counties. SM Standard (A) and Potential (A) Metropolitan County Areas. Before using these figures read foreword, page 13. © SM, 1958.

This is the

MARKET

Charlette Conserverion S. C.

that spends

\$11/2 BILLIONS

(37 counties in North and South Carolina)

This is the

NEWSPAPER

that sells it!

The Charlotte Coerver Counts Army Hurls First U.S. Moon High Into Orbit Around Earth High Into Orbit Around Earth Holl The Park Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barbara Town Res Barba

TOTAL CIRCULATION*
151,649 DAILY 169,009 SUNDAY



The Charlotte Observer

Foremost Newspaper of the Carolinas

James L. Knight, Publisher

Represented Nationally by Story, Brooks & Finley

FIRST

in CIRCULATION
in ADVERTISING
in NEWS CONTENT
In the Carolinas!

MAY 10, 1958

3060

557

## Only the POST covers, sells Salisbury-Rowan

All outside metropolitan state papers combined have a circulation of a fraction over 3000 in Salisbury-Rowan.

### over 80,000 population

17,800 circulation



Write for latest copy BRAND PREFERENCE SURVEY

POST PUBLISHING COMPANY, SALISBURY, NORTH CAROLINA - WARD-GRIFFITH

N. CAROLINA		•		OPULAT STIMAT		58		FECTIV		_ (	SM ES	STIMA	TES, 1	957	The	e "SM" e estima	' symt	ols ma	rk orig	inal, e	NT.
COUNTIES	tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	vn of H	louseho	lds		
(continued)	Area	Total (theu- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	80-2 % Hsids	%,499 %, Inc.	\$2,500 % Hsids.	% -	\$4,000 % Hslds.	%	\$7,000 % Haids.	%	\$10,000 % Hsids.	%
Pitt		65.8	,0383	14.8	17.9	21.2	67,070	.0225	1,019	4,532	3,746	39.2	14.6	23.0	18.6	27.3	36.0	6.7	13.3	3.8	17.5
Greenville		19.0	.0111	4.8	6.9		27,675	.0093	1,457	5,766	3,955	33.2	10.7	19.6	13.6	32.5	37.2	9.3	16.1	5.4	22.4
Palk		11.5	.0067	3.0	3.3		13,109	.0044	1,140	4,370	3,969	38.5	13.9	24.2	19.0	26.2	33.7	6.8	13.3	4.3	20.1
Randolph		54.0	.0314	14.0	15.1	8.5	64,869	.0217	1,201	4,634	4,276	25.3	8.5	24.9	18.2	37.5	44.9	9.4	17.1	2.9	11.3
Asheboro		8,5	.0049	2.5	3.0		14,765	.0049	1,737	5,906	4,806	16.0	4.5	21.8	13.2	43.6	43.3	13.2	19.8	5.4	19.2
Richmond		40.5	.0235	10.1	10.9	18.8	50,713	.0170	1,252	5,021	4,629	24.6	7.6	22.9	15.4	37.6	41.4	10.3	17.2	4.6	18.4
Rockingham		8.0	.0047	2.5	2.5		11,958	.0040	1,495	4,783	4,613	26.5	8.4	24.6	16.9	35.1	39.6	9.2	15.8	4.6	19.3
Robeson		96.1	.0559	20.6	23.2	15.0	81,867	.0275	852	3,974	3,516	40.6	16.6	25.7	22.8	25.6	37.1	5.7	12.5	2.4	11.0
Lumberton		15.0	.0087	4.0	5.0		20,974	.0071	1,398	5,244	4,186	31.2	10.1	22.6	15.8	32.0	36.7	8.9	15.4	5.3	22.0
Rockingham		70.1	.0407	18.1	19.6	27.3	87,034	.0291	1,242	4,809	4,433	22.2	7.2	26.3	18.6	38.8	44.8	9.3	16.2	3.4	13.4
Reidsville		13.8	.0080	4.1	4.5		21,086	.0070	1,528	5,143	4,671	20.6	6.3	24.2	15.9	40.0	43.3	10.9	17.9	4.3	16.6
Rowan		81.7	.0475	22.0	24.7	33.8	115,969	.0389	1,420	5,272	4,685	18.7	5.6	22.8	14.9	43.3	46.2	11.1	18.0	4.1	15.3
East Spencer	- 1	29.2	.0170	8.7			52.583	.0176	1.801	6.044											
Salisbury		22.8	.0133	6.8	8.8		42,957		1,884		4,857	15.6	4.2	19.2	11.2	45.4	43.2	13.4	19.2	6.4	22.2
Rutherford	- 1	45.1	.0263	11.3	11.8	16.7	46,340	.0156	1.027	4.101	3,926	32.3	12.1	26.7	21.7	31.9	42.3	6.6	13.2	2.5	10.7
Forest City		6.2	.0036	1.8	1.9		8,864	.0030	1,430	4,924	4,493	23.5	7.5	26.0	17.9	38.1	43.0	8.1	13.9	4.3	17.7
Sampson.		50.7	.0294	11.5	12.5	6.1	38,700	.0129		3,365	3,075	47.8	22.7	27.1	28.2	20.5	34.7	3.3	8:4	1.3	6.0
Clinton		6.1	.0035	1.7	2.0		7,936	.0027	1,301	4,668	3,866	30.4	10.9	26.2	20.4	200	41.3	8.2	15.8	2.8	11.6
Scotland	- 1	27.6	.0161	6.2	6.6	7.7	23,628	.0000	856	3,811	3,537	39.7	16.3	26.1	23.5	27.0	39.4	5.2	11.5	2.0	9.3



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Before using these figures read foreword, page 13.



### come and get it!

We've got "Southern Smörgasbord," a balanced diet of URBAN and RURAL with liberal portions of permanent MILITARY bases and

COLLEGES. Second helpings? Why sho'nuff.

A. HARTWELL CAMPEELL, GEN. MGR.



IN THIS

## GROWING GREENSBORO

12 COUNTY ABC RETAIL TRADING AREA

## ONE-SIXTH

of North Carolina's families account for

## ONE-FIFTH

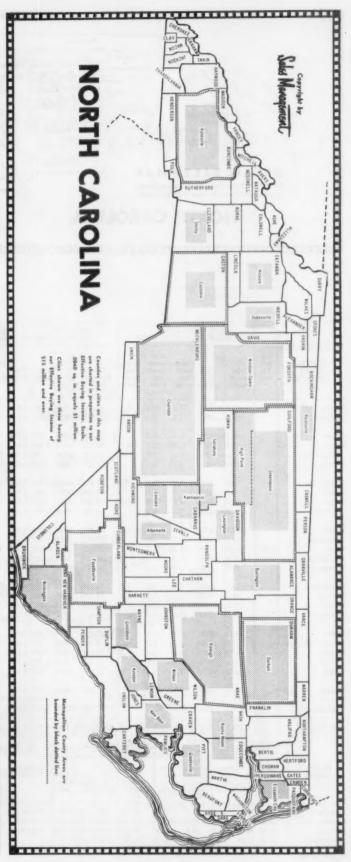
of North Carolina's Total Retail Sales and

## ONE-FIFTH

of North Carolina's Retail Sales Gain!









N CADOLINA			SM		PULATI	ION ES, 1/1/	/58	E	FFECTIVI UYING II	COME	- (	SM	ESTIN	IATES,	1957					rk orig		
N. CAROLINA	tro- poli-				fouse-	Con- sumer	Urban	81-1				Incom			In	còme Dr	eakdow	n of H	lousoho	bds		
CITIES (continued)	Area	(tho	u- 0	1 (	thou- iands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	of U.S.A.	Per Capita	Per Haid.	C. S. U	9/	1-2,499 % ds. Inc.	1 %	0-3,999 % . Inc.	\$4,000- % Halda.	%	\$7,000 % Halds.	OZ.	\$10,000 % Hslds.	0%
Stanley			-	0251	11.5 4.8	12.8 4.6		53,73 22,07		- 81-11-11	4,673 5,133			-	27.6 25.4	20.4 16.8		46.3 44.5	8.3 10.7	15.1 17.4	2.7	10.4 15.7
Stakes		١,	0.0	1116	4.8	5.2		19,71	6 .0066	986	4,168	3,74	31.	1 12.8	29.9	25.0	31.3	42.9	5.7	11.8	2.0	8.3
Surry	1	4		1279	11.9	13.0	13.9			1,146		4,223			27.2	20.2	34.1	41.1	6.8	12.5	3.9	16.7
Mount Airy				0047	2.2	2.6		12,45	-	1,538		4,748			25.3	15.9		39.5	8.4	13.9	6.7	25.7
Swain				0052	2.1	2.1		7,40			3,527	3,37			26.0	24.7		31.9	3.4	8.0		14.8
Transylvania		1	6.8 .0	1098	3.8	5.0	4.5	17,94	5 .0060	1,068	4,722	3,571	34.	8 13.2	24.1	20.0	31.3	42.3	7.4	15.0	2.4	9.5
Tyrrell	1		5.1 .0	1029	1.2	1.3		4,13	8 .0014	811	3,448	2,962	2 49.	5 24.3	26.2	28.0	20.2	35.1	3.1	8.1	1.0	4.5
Union		4	4.5 .6	1259	10.8	11.6	11.8	43,00	7 .0144	988	3,987	3,684	35.	3 13.9	27.3	23.4	29.5	41.3	5.8	12.2	2.1	9.2
Monroe		1	1.8 .0	0069	3.0	3.4		14,54	5 .0048	1,333	4,848	4,18	1 27.	3 9.1	28.0	18.8	35.0	41.6	7.9	14.3	3.8	16.2
Vance			3.7 .0	1196	8.0	8.9	14.5	35.88	4 .0121	1,065	4,486	4,027	31.	7 11.2	24.4	18.9	33.2	41.8	7.5	14.2	3.2	13.9
Henderson		-		0084	3.9	4.4		19.48		- 2000		4,350				16.9		41.3	8.7	15.1	4.4	18.1
Wake	115	2		950	40.2	55.7	89.1			1,548								38.4	13.1	19.6	6.6	24.0
▲Raleigh				0468	20.6	32.9		155,00							15.4	8.3		37.8	16.3	21.6	8.7	
Warren				1138	4.9	5.2	1	17,67	-	-8	3,007	3,360			25.6	24.3		33.9	4.3	10.0		11.9
Washington		١,	3.4 .1	1078	3.0	3.6	4.7	13,73	.0046	1,825	4,578	3,78		8 11.7	25.2	20.2	33.8	44.1	6.5	12.7	9.7	11.3
Watauga				1185	4.1	5.0										26.6		32.9	3.0	8.2	1.0	4.9
Wayne		3		1400	16.0	17.8					200	3,62				22.1		37.4	5.5	11.7		13.1
Goldsboro				0153	7.5	8.4		33,91				4,00						37.3	7.0	13.3	3.9	17.8
Wilkes		1	6.3 .0	0200	10.9	11.5	4.8	38,22	.0129	826	3.507	3,31	6 42.	2 18.7	28.0	27.0	24.5	38.5	3.9	9.2	1.4	6.6
North Wilkesboro	I		4.8 .	0028	1.4	1.5		6,94	.0023	1,447	4,961	4,47	6 29.	6 9.4	25.3	17.5	31.4	35.5	7.9	13.4	5.8	24.2
Wilson		8	7.2 .0	0333	13.4	15.8	27.9	87,41	.0220	1,179	5,032	4,25	8 31.	7 10.1	24.6	17.5	30.3	35.0	7.8	13.6	5.6	23.6
Wilson		2	7.9 .	0162	7.6	9.8		44,41	.0150	1,595	5,855	4,53	5 26.	1 7.6	22.8	14.4	34.4	35.4	9.6	15.0	7.1	27.6
Vadkin		2	3.0 .	0134	5.6	5.9		21,74	.0073	946	3,883	3,67	3 34.	.3 13.7	27.2	23.5	31.0	43.9	5.9	12.8	1.6	8.3
Yancey		1	5.5 .0	0000	3.5	3.6		11,00	.0037	718	3,100	3,00	6 48.	7 23.5	28.3	30.2	19.0	33.2	2.9	7.8	1.1	4.9
Total Above Cities		1,40	4.3 .	9164	389.2	401.3		2,347,2	.7870	1,671	6,031	4,77	7 19.	4 5.4	21.4	12.9	40.5	39.7	12.2	18.2	6.5	23.8
State Total		4,48	2.2 2.0	8060 1	,095.7	1,314.2	1,673.3	8,462,9	1.8317	1,219	4,986	4,15	7 29	.6 9.1	23.5	17.0	34.0	40.2	8.8	15.7	4.1	17.3
1	-		POPULA			14		E. B. I. ESTIMAT	TO SAFT	11			-		POPULA		/1 /20	1	SH	E. B. ESTIN	I.	1007
-	-	1	ESTIMA	Con-		-		ESTIMA	E.S, 1997			-	-	200	29 I IIMA	Con-	1/00	-		ESTIN	HIES	1 1007
(	Total thou- ands)	% of U.S.A.	House- hold (thou- sands)	Spen ing Unit (thou	or Ur id- P (th		Net Dollars (\$000)	of C	Per Per H'se-	1	METRO		Total (thou- sands)	of U.S.A.	House- hold (thou- sands)	Sumer Spend- ing Units (thous.)	(thou sands	- 1	Net Dollars (\$000)	U.S.A	Per Cap- ita	
Asheville	135.4	.0787	36.3			63.9	193,144		426 5,321		stonia.		128.3	.0748	32.5	38.1	65	.4	173,88	0 .058	3 1,35	5,34
Charlotte	263.3	.1531	70.7			171.4	472,556		795 6,684		nsboro-				- 1							
Durham	113.8	.0662	28.5			93.6	186,210		636 6,312		gh Poin	1	224.7	.1306	59.1	74.5	176	.9	380,19	2 .127	5 1,00	2 6,43
△Fayetteville	137.5	.0799	28.2	- 68	.7	52.9	195,087	.0654 1	419 6,918												1	

E.B.I.* **ALMOST \$4 BILLION** 

HIGHEST TOWER

**STRONGEST** PROGRAM SCHEDULE NBC AND ABC

634,266**

HOMES



**EXCLUSIVE** MERCHANDISING... IN-STORE & **BUS CARDS** 

CHARLOTTE IS A 2 STATION MARKET!

JAN | 58 A-Z ARB PROVES IT!

WSOC-TV Tops other Charlotte Station Check these examples ... in Davidson County, Moore, Scotland . 82 Miles From Transmitter.

elevision Charlotte, N.C



°SM/1958

**Television Mag 3/58

Larry Walker Pres. & General Mgr.

H-R Representatives, Inc.—Nationally

C. George Henderson Exec. V-P & Gen'l Sales Manager

F-J Representatives, Inc.-Atlanta, Ga.

#### **BUYING POWER**

(Both Wake and Durham counties exceed the national average "Per Family Income")

#### **BUYING DESIRE**

("Per Family Sales" in Wake and Durham counties also exceed the national average)

-And you tap them effectively when your sales messages are on

#### WRAL-TV

The regional station with the regional personality

Consistently leading in Share-of-Sets in Use, Sign-on to Sign-off, in Raleigh-Durham ARB studies

RALEIGH, N. C.

FULL POWER CHANNEL 5 NBC AND LOCAL COLOR



Represented by H-R, Inc.

N. CAR.		SM	POPULA ESTIMA	TES, 1/	1/58	SH	E. B. I. ESTIM	ATES,	1957			0	SH	POPULA ESTIMA	TION TES, 1/	1/58	SM	E. B. I. ESTIM	ATES,	1957
METRO, AREAS (continued)	Total (thou- sands)	% of U.S.A.	House- held (thou- sands)	Con- sumer Spend- ing Units (theus.)	Urban Pop. (thou- sands)	Net Dollars (\$000)	% of U.S.A.	Per Cap- ita	Per H'se- hold	METRO. AREAS		Total (thou- sands)	of U.S.A.	House- held (thou- sands)	Con- sumer Spend- ing Units (theus.)	Urban Pep. (thou- sands)	Net Dollars (\$000)	% ef U.S.A.	Per Cap- ita	Per H'se hold
Raleigh	163.4 75.5	.0950	40.2	-					6,290 5,014	Winston-Saler	n	179.4	.1043	48.9	58.9	123.9	290,481	.0974	1,619	5,94
_ winnington	10.0	.0100	21.1	84.4	01.0	100,707	.0000	1,401	5,014	Total Above A	reas	1,421.3	.8263	366.5	485.8	895.7	2,250,184	.7544	1,583	6,14
	1	T			RETA	IL SALI	8-	SH	ES	TIMATES,	11	957			The	"SM" sy	mbols mar	k origin	nai, er	iclu-
COUNTIES	Me- tro- poli- tan Are:	- Re Sa	etail	of i	Retail F		ality	Inde	les	Food Place (\$000) (\$00	k.	General Mdse. (\$000)	Appa (30)	arel H	uen ouse- Appl. 5000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber Bldg. Hdwre (\$000)	. 0	rugs (000)

	Me-											0110	commune			
COUNTIES	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Alamance		80,963	.0404	3,801	.0414	87	85	19,929	4,047	8,724	4,845	5,566	17,116	7,763	6,154	2,416
Burlington		56,785	.0284		.0211	121	163	12,207	2,455	5,997	4,335	3,792	12,954	5,267	4,740	1,641
Alexander		12,321	.0061	3,520	.0057	86	71	3,004	156	2,780	224	878	2,886	1,117	562	33
Alleghany		3,939	.0020	1,876	.0026	59	45	525	178	523	41	341	1,595	295	176	218
Ansen		11,805	.0059	1,968	.0083	56	40	2,631	378	1,797	503	820	3,083	1,072	950	215
Asho		7,648	.0038	1,529	.0062	50	31	1,248	98	1,532	358	443	2,371	537	420	236
Avery		3,934	.0020	1,260	.0038	51	27	484	115	1,339	59	96	444	593	353	253
Beaufort		29,249	.0148	3,112	.0146	05	65	7,056	934	2,851	1,390	1,864	6,031	2,081	3,530	683
Washington		20,970	.0105		.0068	100	154	4,795	678	2,033	1,161	1,515	4,893	1,321	2,385	451
Bertie		13,228	.0066	2,242	.0087	56	43	2,660	85	2,093	238	436	3,821	1,457	887	233
Bladen		19,127	.0095	2,898	.0102	58	54	3,634	127	3,004	1,184	429	5,851	1,867	2,485	264
Irunswick		9,194	.0046	2,043	.0065	54	38	2,520	462	799	46	190	2,107	1,491	787	468
Buncombo	7	140,797	.0704	3,879		88	89	31,497	6,464	23,847	6,726	8,936	21,458	12,102	8,790	5,903
▲Asheville		117,595	.0587		.0407	122	176	24,095	5,014	21,808	6,568	6,042	18,449	8,482	7,318	4,921
Burke		27,973		2,391	.0186	63	47	8,214	1,034	2,538	1,757	1,497	4,376	3,334	3,227	816
Morganton		19,584	.0098		.0065	114	172	4,995	607	1,676	1,549	965	3,529	1,941	2,886	550
Cabarrus		71,549	.0358	4,069	.0343	88	91	19,328	2,294	8,346	3,679	8,794	15,831	7,248	3,314	2,456
Concord		31,085	.0155		.0112	110	152	7,136	1,540	4,248	1,548	3,093	7,269	2,851	1,415	770
1Kannapolis		45,409	.0227		.0186	102	128	13,200	1,351	4,867	1,878	3,870	7,356	5,323	2,761	1,590
Caldwell		33,594	.0168	2,999		68	61	9,671	911	3,064	2,229	2,218	7,065	3,068	2,729	1,058
Lenoir		19,861	.0099		.0072	104	143	5,840	619	3,453	1,983	1,735	2,019	1,493	1,938	943
Camden		814	.0004	581	.0016	53	13	466	32					61	***	***
arteret		21,284	.0106	3,062	.0116	74	68	8,159	1,337	1,936	873	949	3,001	1,649	1,634	752
aswell		6,819	.0034	1,586	.0000	50	29	1,212	94	1,504	87	151	1,450	749	397	168
atawba		79,578	.0396	4,348	.0351	86	98	20,079	3,331	9,057	4,886	4,621	18,547	7,272	2,659	2,077
Hickory		47,495	.0237		.0147	125	201	11,700	2,058	7,399	4,149	2,538	10,234	3,476	1,064	1,282
Newton		16,621	.0083		.0055	115	173	3,505	371	1,094	628	913	6,405	984	939	404
hatham		27,355	.0138	4,484	.0109	76	84	5,182	689	1,312	1,363	994	6,283	3,188	6,456	529
herokee		12,435	.0082	2,961	.0064	00	88	2,732	373	2,309	288	284	3,184	909	420	343
Chowan		9.564	.0048	3,298	.0050	08	88	2,399	215	715	585	540	1,994	825	1,331	180

1 Kannapolis is in Cabarrus and Rowan counties. SM Standard (Δ) and Potential (Δ) Metropolitan County Areas.

## S-T-E-A-D-Y as in DURHAM North Carolina

#### NOW! 87,000 POPULATION

ROGER BABSON ranks Durham as one of America's "most nearly depression-proof" cities. The reasons lie in this market's recession-resistive industries and institutions and balanced economy. Here, the trend is gradually but steadily up. Example: 87,000 city population compared with 71,311 in 1950 U. S. Census.

To sell this consistent market you must use the Durham Herald & Sun Newspapers. Total circulation in Durham of all Raleigh and other outside newspapers is negligible.

#### **Durham Herald And Sun Newspapers**

Represented By The Katz Agency

N. CAROLINA	Me-			RET	AIL S	ALES-	SM I	STIMA	TES, 1	957		The	"SM" sy estimates	ymbols ma by SALES	rk original MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motivo (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Clay		2,799	.0014	2,153	.0018	51	40	508	18	275			222	286	158	7!
Cleveland		51.390	.0257	3,115	.0286	73	65	12,365	1,180	7,651	1,932	2,665	11,221	4,878	4,509	1,39
Shelby		32,295	.0161		.0118	117	159	7,023	688	3,724	1,709	1,814	8,234	2,750	2,684	933
Columbus		37,393	.0187	3,040	.0198	63	80	7,473	725	4,041	1,758	1,476	10,259	2,687	4,861	1,102
Whiteville		17,813	.0099		.0046	153	297	2,904	400	1,828	962	1,149	5,228	1,050	2,076	609
Craven		47,656	.0238	3,453	.0268	78	70	11,208	2,524	5,429	3,175	3,303	11,300	3,895	2,877	1,49
New Bern		33,621	.0168		.0116	105	153	7,251	1,575	4,687	2,641	2,638	7,564	1,981	2,306	1,381
Cumberland	208	114,093	.0570	4,046	.0658	82	71	23,952	6,152	15,985	7,454	6,998	27,307	10,712	4,556	2,537
△Fayetteville		93,423	.0467		.0325	115	166	15,211	4,905	14,944	7,389	6,163	24,314	7,169	3,582	2,007
Currituck		3,421	.0017	1,901	.0023	84	47	716	37	1,524	***	178	***	252	***	***
Dare		7,421	.0037	5,708	.0027	87	119	2,202	653	760	234	84	1.391	261	473	581
Davidson		70,409	.0352	3,890	.0328	82	88	17,047	3.207	6.514	4,905	3,838	17.517	5,643	7,354	1.68
Lexington		32,578		0,000	.0104	112	175	9,155	1,281	2,658	3,857	2.157	6.694	2,426	2.162	943
Thomasville		21,150	.0106		.0072	109	161	4,824	830	2,114	974	1,262	6.759		829	685
Davie		11,724	.0058	3,006	.0066	73	- 64	3,646	310	1,015	207	646	2,507	803	1,410	46
Duplin		22,827	.0114	2,378	.0134	56	48	5,032	284	2,791	1,332	922	4,559	2,732	2,846	66
Durham	44	125,803	.0629	4,265	.0633	96	95	26,552	6,314	17,376	8,127	8,993	25,865	10,429	8,729	4,40
▲Durham		119,625	.0598		.0540	106	118	25,027	5,631	16,966	8,127	7,958	25,865	8,946	7,979	4,299
Edgecombe		43,618	.0218	3,575	.0227	72	69	11,859	1,098	5,415	2,340	2,155	8,247	2,591	1,788	86:
Tarboro		16,015	.0080		.0057	106	148	3,677	367	2,708	763	359	3,864	1,120	758	61:
Forsyth	165	200,979	.1004	4,110	.0996	95	96	43,040	9,560	30,718	16,223	12,498	38,872	14,786	10,800	6,33
▲ Winston-Salem		176,459	.0882		.0742	111	132	35,368	8,253	28,767	15,843	11,097	35,749		8,806	5,913
Franklin		12,030	.0000	1,719	.0098	55	34	2,781	239	1,263	888	966	2,687		730	40
Gasten	212	110,830	.0553	3,410	.0607	81	74	30,192	3,387	16,780	5,937	6,509	23,736		5,412	3,32
△Gastonia		69,212	.0346		.0235	115	169	16,232	1;683	13,745	4,973	4,355	15,759	4,325	2,569	1,65
Gates		3,904	.0020	1,697	.0029	52	38	472	31	825			1,318		787	4.4
Graham		3,101	.0015	1,824	.0023	53	35	375	61	1,468	32	91	532		***	* *
Granville		19,508	.0098	2,869	.0118	62	52	4,255	479	2,358	724	789	4,056	2,580	2,805	56

2 Rocky Mount is in Edgecombe and Nash counties. SM Standard ( $\spadesuit$ ) and Potential ( $\triangle$ ) Metropolitan County Areas.

## In North Carolina we like the old songs...

Sound Selling since 1926

Hollingbery, National Representative



N. CAROLINA	Mo-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957					rk original, B MANAGEI	
COUNTIES CITIES (continued)	tro- poll- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Greene		8,277	.0031	1,744	.0856	54	38	1,211	22	1,285	20	208	1,282	895	288	45
Guilford	58	331,962	.1659	5,617	.1397	107	127	66,571	13,016	80,942	20,824	16,772	58,172	24,011	17,292	9,237
3▲Greenaboro		226,254	.1130		.0875	126	162	37,610	7,171	74,000	13.377	9,173	35,900	13,856	9,218	5,110
▲High Point		78,431	.0392		.0298	114	150	18,862	3,439	5,401	6,889	5,226	18,993	6,379	5,766	3,533
Halifax		47,092	.0235	3,588	.0230	88	66	11,958	2,158	4,588	2,559	2,444	10,248	4,248	3,538	1,181
Roanoke Rapids		20,774		-	.0079	105	130	5,626	639	2,406	1,364	1,343	5,633	1,296	235	535
Harnett		35,998	.0179	2,783	.0215	67	55	6,335	1,055	4,198	1,649	1,521	7,583	3,916	4,821	1,420
Duna		21,179	.0106		.0080	125	221	2,105	913	1,975	1,132	807	5,440	2,573	3,057	863
Haywood		33,807	.0169	3,314	.0176	76	73	6,145	1,398	4,806	997	2,353	7,985	3,451	2,595	1,453
Waynesville		16,844	.0084		.0046	128	233	2,433	916	3,191	743	1,065	3,805	1,499	1,209	703
Henderson		34,801	.0174	3,673	.0159	80	87	9,177	1,305	2,483	1,558	2,272	6,872	2,968	4,709	1,165
Hendersonville		29,226	.0146		.0009	173	365	7,186	768	2,218	1,511	2,147	5,486	2,252	4,488	1,014
Hartford		17,658	.0089	3,679	.0083	84	60	2,711	620	1,893	1,320	1,322	4,133	1,283	1,701	562
Hake		8,877	.0044	2,690	.0050	54	48	2,345	92	1,403	434	278	1,553	1,338	772	172
Hyda		1,989	.0010	1,421	.0017	50	29	544	42	768	30	151	86	388		***
Iradell		58,050	.0280	3,593	.0271	77	89	15,159		6,102	3,316	3,000	10,538	5,309	4,819	1,602
Statesville		33,581	.0168		.0118	101	144	8,826		3,779	2,500	1,508	6,260	3,023	3,391	992
Jackson,		12,025	.0080	2,797	.0084	58	56	2,551	243	1,473	784	438	3,240	1,044	1,416	356
Johnston		43,342	.0216	2,761	.0240	63	57	9,772		6,163	1,881	2,470	9,173			1,261
SmithSeld		15,839	.0079		.0046	128	219	2,883	340	1,430	670	768	5,244	1,153	1,608	281
Jones		3,538	.0018	1,538	.0031	51	30	953		544		54	1,278			94
Lee		27,847	8			81	86	5,788				1,843	5,770			1,00
Sanford		26,112			.0089	113	165	5,304		4,155		1,843	5,770			931
Lensir		44,322	.0222	3,821	.0212	73	77	7,653	1,123	6,547	4,039	3,785	7,849	2,750	4,107	1,42
Kinston		34,859	.0174		.0146	94	112	6,792	860	5,214	3,974	3,842	5,366	1,821	2,689	1,37
Linceln		18,158	.0090			65	55	8,757			742	851	3,834	1,591	1,940	48
McDewell		18,719	,0094	2,753	.0112	70	58	4,186			701	1,381	4,516	2,121	1,054	92
Marion		15,560	.0678		.0037	176	371	3,289	588	1,618	579	1,279	4,290	1,19	1,054	80
Macon		12,854	.0063	3,219	.0000	63	86	1,880	328	931	685	435	3,281	2,070	980	38
Madison		8,001			.8657	51	- 30	1,331	1				1,838			22
Martin		17,873	.0089	2,930	.0099	59	53	2,962	362	3,069	657	1,378	5,026	1,09	1,179	31

3 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for citles listed in the editorial introduction, starting on Page 13, under heading "Mail Order."

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

© SM, 1958.

#### NEW 2-in-1 MAPS

Each state map in this edition of the Survey includes a distort map based on income and a retail sales map showing the location of cities, with county outlines, that had 1956 retail sales of \$25 million or more.

## IN 1957—OVER 1948 GAINS—THE GREENSBORO ABC RETAIL TRADING AREA

Sets The Pace For Leadership In North Carolina!

Over
100,000
Circulation
Daily

Over 400,000 Readers Daily LET'S LOOK AT THE GROWING GREENSBORO

MARKET WHEN PROJECTED AGAINST

NORTH CAROLINA'S PERFORMANCE!

	N. C. Total 1957 (000)	Greensboro ABC Market 1957 (000)	Greensboro ABC Marke % of N. C.		Greensboro ABC Market Gain 1957-1948 (000)	% Greensbor Mkt. Gein N. C. Ge 1957-1948
Population	4,482.2	745.5	16.63	772.2*	152.2	19.70
Families	1,095.7	191.2	17.45	249.6*	52.2	20.91
Total Sales	\$3,943,068	\$801,490	20.32	\$1,694,408	\$378,769	22.35
Food Sales	867,617	180,145	20.76	380,419	87,197	22.92
General Merchandise	557,506	124,592	22.34	206,270	50,256	24.36
Furn., House, Radio	226,254	42,607	18.83	87,723	14,056	16.02
Automotive	820,082	155,070	18.90	426,170	83,902	19.68
Drug	119,124	22,616	18.98	52,265	10,733	20.53
Apparel	224,492	48,908	21.78	63,065	18,320	29.04
Gasoline	353,579	71,407	20.19	213,379	44,058	20.64
Agriculture Prod. Val	. 1,011,000	109,000	10.78	66,100	-5,730	
Manufacturing Value	7,473,000	1,991,000	26.64	2,975,700	862,888	28.99
Construction	743,000	150,000	20.18	395,261	92,386	23.37

* Sales Management Survey of Buying Power 1948. All other 1948 Sales figures from U. S. Census of Business 1948. Agriculture, Construction and Manufacturing from Manufacturers Record Blue Book of Southern Progress, 1958 and 1948. All other 1957 figures from Sales Management Survey of Buying Power, May 10, 1958.



Greensboro News and Record GREENSBORO, NORTH CAROLINA

Represented by Jann & Kelley, Inc.

New York—Chicago—Detroit—Atlanta—San Francisco—Los Angeles—Kansas City

#### ROCKY MOUNT, N.C.

A QUALITY MARKET

For

HIGH INCOME

RETAIL SALES

Covered By

#### **ROCKY MOUNT TELEGRAM**

Published Afternoons and Sunday Mornings
ROCKY MOUNT, NORTH CAROLINA

Rocky Mount is the rich trading center for Nash and Edgecombe Counties which account for over \$122 Million Dollars in effective Buying Income.

## The Telegram thoroughly covers this two-county area. With its 116.800 population

Source: Sales Management S.O.B.P. 1957

Nationally Represented by WARD-GRIFFITH CO., INC.

N. CAROLINA	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957					rk original. MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$800)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Mecklenburg	26	335,100 309,397	.1674 .1546	4,740	.1601 .1195	105 125	160 162	<b>58,004</b> 51,670	21,261 19,626	<b>87,285</b> 55,384	20,939 20,769	15,798 14,027	<b>62,674</b> 59,060	30,800 25,761	18,343 14,809	13,481 13,203
Mitchell		10,017	.0050	2,946	.0051	61	60	1,697	335	1,382	381	283	3,717	521	978	240
Montgomery		12,635 31,739	.0063	2,938 3,871	.0068	66 78	81 82	2,876 7,649	298 1,457	1,102 2,774	742 1,542	511 1,102	3,473 5,069	1,795 3,612	778 2,445	1,210
Nash		49,730	.0248	3,478	.0254	70	88	8,363	1,985	8,872	4,019	2,784	9,655	5,026	4,057	1,531
2Rocky Mount		51,242	.0256		.0194	103	136	9,738	1,736	5,915	5,171	3,970	10,396	3,326	3,064	1,382
New Hanever	278	89,083	.0445	4,222	.0399	91	101	19,574	8,154	8,888	5,962	8,268	14,668	6,249	4,776	3,572
△Wilmington		79,369	.0397		.0322	102	125	17,734	6,985	8,286	5,878	8,000	14,246	4,761	2,916	3,310
Northampton		9,162	.0046	1,553	.0083	81	28	2,407	162	1,413	179	197	837	1,589	1,583	330
Onslow		36,195	.0161	3,175	.0272	79	53	8,056	2,792	3,439	1,826	4,155	8,336	2,728	1,039	1,117
Jacksonville		24,325	.0122		.0086	113	161	4,848	1,913	2,014	1,752	3,401	6,168	1,186	478	626
Orange		28,671	.0143	3,151	.0197	84	61	7,093	1,978	1,263	2,678	975	5,425	3,093	3,785	1,011
Pamlico		2,976	.0015	1,190	.0032	52	25	1,203	82	309			***	511	30	***
Pasquetank		29,295	.0147	4,013	.0133	82	91	7,472	931	3,448	1,493	1,946	6,587	2,736	1,964	58
Elizabeth City		25,797	.0129		.0093	102	142	6,242	740	2,167	1,493	1,709	6,365	2,549	1,847	588
Pender		5,588	.0027	1,300	.0053	49	25	1,058	117	1,073	277	143	1,081	579	108	23
Perquimans		8,867	.0045	3,547	.0039	71	82	1,293	138	802	21	199	2,487	537	2,522	86
Person		19,891	.0099	3,684	.0094	66	71	3,673	375	3,368	914	943	4,728	2,421	21,48	53
Roxboro		17,963	.0090		.0045	145	290	3,185	307	2,896	914	943	4,728	1,793	2,041	53
Pitt		57,291	.0286	3,871	.0275	72	75	10,077	2,477	8,928	2,725	4,546	13,779	4,589	3,117	1,34
Greenville		32,996	.0165		.0118	106	149	6,651	1.700	4,187	1.896	3,122	7,338	2,308	1,825	93

2 Rocky Mount is in Edgecombe and Nash counties. SM Standard (A) and Potential (A) Metropolitan County Areas. Before using these figures read foreword, page 13. © SM, 1958.



100,000 WATTS NEW 1000 FT. TOWER

#### NEW AND INCREASED SET COUNT FIGURES

- ** Ten-County Set Saturation Average Carolina Power & Light Survey — Jan., '58
  - * New Hanover County, N. C. Set Saturation * ARB Survey — Dec., '57

Roy V. Smith 280 Madison Ave. New York 16, N. Y.

Reps.

James S. Ayers 414 Glenn Bldg. Atlanta 3, Ga.

** copy of survey available upon request

# How your truth dollars help keep the Reds in the red

• The truth dollars you give to Radio Free Europe help keep truth on the air behind the Iron Curtain.

And the truth is an enormously disruptive force to the Reds. For it keeps their captive people thinking . . . wondering . . . and less than completely dominated. The truth keeps needling the Reds. Breaks through their monopoly of lies. Keeps them unsure. Off balance. And thus the truth keeps up to forty fully armed Red divisions tied up policing Russia's satellite countries. Forty divisions, mind you, that might otherwise be put to more aggressive use elsewhere . . . and who knows where?

Your truth dollars keep the 29 super-

powered transmitters of the Radio Free Europe network on the air . . . broadcasting the truth behind the Iron Curtain . . . every hour of every day.

Why your truth dollars?

Because Radio Free Europe is a private, non-profit organization supported by the voluntary contributions of American business and the American people. And your dollars are urgently needed to keep it on the air . . . to help operate its transmitters, pay for its equipment and supplies, and its scores of announcers and news analysts in 5 languages.

Help keep the Reds in the red. Send your truth dollars to Crusade for Freedom, care of your local postmaster.

#### FREEDOM IS NOT FREE!

Your Dollars Are Needed To Keep Radio Free Europe On The Air

SEND YOUR TRUTH DOLLARS TO

CRUSADE for FREEDOM

CARE OF YOUR LOCAL POSTMASTER



#### **WBBO**

#### RUTHERFORD COUNTY

WBBO Talks SALES to this big, prosperous market . . . with its triple guarantee of growth and stability from agriculture, industry and year-round tourist trade. The area contains many industrial plants producing textiles, furniture, paper and lumber products. Farm income throughout the 26-county area is based on cotton, tobacco, corn, livestock, dairying, orchards and truck crops. You can reach this billion-dollar sales market at amaz-

#### 1,366,763 PEOPLE \$1,711,871,000 INCOME \$1,145,966,000 RETAIL SALES

ingly low cost through its favorite station — WBBO, where local news, neighborly entertainment and public service dominate well diversified programming.

WBBO AM . . . 780 KC 1000 Watts FM . . . 93.3 MC 1500 Watts

FOREST CITY . . . RUTHERFORD COUNTY . . . N. C.
The Rich Industrial and Agricultural Section of the Carolinas

N. CAROLINA	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957					rk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality index	ledex of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gan Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$900)
Polk		5,788	.0029	1,929	.0044	86	43	1,758	170	190	221	275	963	915	84	243
Randalph		52,156	.0261	3,725	.0250	80	83	12.534	1.501	4.233	2.057	2,837	11,735	5,748	5,552	1.511
Asheboro		30,937	.0155	-	.0081	165	316	7,740	555	2,740	1,783	1,697	9,038	2,324	2,974	1,005
Richmond		33,255	.0166	3,293	.0181	77	71	8,537	1.782	4,608	2,379	1,189	6,599	3,379	1.944	746
Rockingham		17,969	.0090		.0056	119	191	3,634	259	3.118	1,628	550	4.973	1,318	1.020	286
Robeson		57,745	.0288	2.883		60	52	11,878	1.048	8,497	4,042	3,043	12,722	4,793	5,102	1,554
Lumberton		26,835	.0134		.0093	107	154	5,453	506	2,965	2,561	1,406	6,126	1,712	3,427	639
Rockingham		55,231	.0276	3,051	.0310	76 -	68	15,482	1,961	4,180	3,905	3,704	10,532	6,827	4,205	1,793
Reidsville		23,023	.0115		.0086	108	144	5,845	809	1,700	1,365	1,904	4,417	2,327	1,479	784
Rowan		75,903	.0379	3,450	.0403	85	80	18,822	2,416	7,565	4,354	4,314	12,528	7,715	5,001	1,724
Bast Spencer		57.622	.0888		.0908	198	169	13,299	1,710	5,789	4,198	5,884	11.891	4,809	8,964	1,204
Salisbury 1Kannapolis		53,363	.0267		.0179	135	201	11,959	1,517	5,694	4,198	2,595	11,891	3,965	2,726	1,108
Rutherford		35,696	.0179	3,180	.0184	70	68	8,451	927	3.093	2,220	2,538	9,269	3,981	2.214	906
Forest City		17,372			.0048	133	242	3,221	230	970	1,415	1,322	6,399	1,620		374
Sampson		26,089	.0130	2,267	.0163	55	44	4,780	449	3,846	1,165	1,621	6,295	1,976	2,415	1,130
Clinton,		16,084	.0080		.0045	129	229	2,761	204	1,648	1,094	1,154	4,470	991	1,694	883
Scotland		17,990	.0090	2,902	.0099	61	56	5,356	268	3,257	710	620	3,970	2,490	514	253
Stanley		36,441	.0182	3,169	.0196	78	73	8,723	718	3,405	1,570	1,940	8,218	3,905	4,725	901
Albemarle		28,298	.0141		.0097	113	164	5,647	501	2,076	1,466	1,355	7,686	2,525	4,328	844
Stokas		8,804	1	- Low	.0069	59	38	2,205	1	1,203	492	532	420			22
Surry		48,583	1			79	87	10,574	1,596	6,346	2,631	2,569	11,847	4,003	4,130	1,33
Mount Airy		27,803			.0072	153	296	5,352		3,518	2,061	1,711	6,235		2,649	63
Swain		7,671	.0038	3,653	.0034	65	73	1,602	715	747	228	253	E10	1,321	773	38
Transylvania		13,223	.0066	3,480	.0069	70	67	4,303	296	1,447	293	917	2,401	1,048	895	6
Tyrrell		2,371	.0012	1,976	.0017	59	41	491	78	207	121	78	560	174	215	5
Union		30,828	.0154	2,854	.0170	66	59	6,612	498	2,760	1,243	987	10,060	2,220	2,027	98
Monroe		22,765	.0114		.0072	104	165	4,963	405	2,103	1,110	679	8,484	1,347	1,412	78
Vance		26,782	.0134	3,346	.0140	71	68	6,234	680	3,531	1,283	1,383	5,611	3,430	1,529	68
Henderson,		24,750			.0087	104	148	5,538	467	3,270	1,283	1,326	5,395	3,023	1,461	68
Wales	115	197,008				96	104	42,284		30,635		9,813			10,729	6,20
▲ Raleigh		143,694		1	.0569	122	153	26,289		25,220		7,170	30,405	10,879	5,596	4,85
Warren		8,223	.6041	1,678	.0070	51	30	1,867	148	1,332	281	447	1,265	828	1,034	23
Washington		10,109	,0080	3,370	.0054	69	64	3,048	197	1,232	550	589	3,118	561	505	12
Watauga		12,942	10065	3,157	.0064	61	62	1,896	369	2,224	371	687	4,376	1,481	678	45
Wayne		62,609	.0313	3,913	.0282	71	78	10,786	1,146	9,817	3,465	5,388	14,203	4,477	4,777	1,40
Goldsburo		45,808	.0229	il	.0156	102	150	7,869	920	6,987	2,814	4.549	9,814	2,925	4,277	1,00

1 Kannapolis is in Cabarrus and Rowan counties. SM Standard (A) and Potential (A) Metropolitan County Areas. Before using these figures read foreword, page 13 © SM, 1958

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

RALEIGH, North Carolina's

City Zone Population Is

101,488

(Par. 15-ABC Publisher's Statement, 9/30/57)

The News and Observano THE RALEIGH TIMES Pearsall Plan Drive The Raleigh News and Observer MORNING & SUNDAY THE RALEIGH TIMES

Evening *Represented by THE BRANHAM COMPANY

. . and AGAIN N. C.'s No. 1 City in

Per Family Buying Income . . .

\$7526

(SM Survey 5/10/58)

Use the No. 1 Salesmakers to sell Raleigh and the growing Eastern North Carolina Market . . . an area that accounts for well over ONE BILLION \$\$\$ yearly in Retail Sales. The Raleigh Newspapers are the only Marning-Evening-Sunday Newspapers in the 33 County "Golden Belt" Area.

M & E Circulation-

143,847

(ABC Publisher's Statement Ending Sept. 30, 1957)

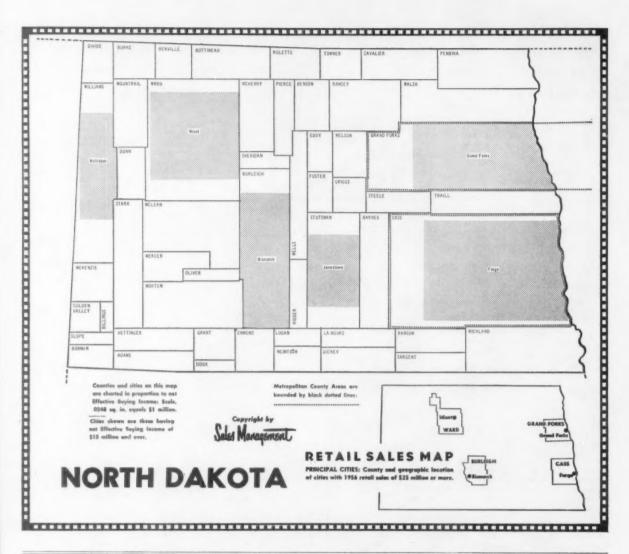
N. CAROLINA	Me-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" sy	mbols mar	k original, MANAGEI	exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Lumber- Bldg, Hdwre. (\$000)	Drugs (\$000)
Wilkes		32,461	.0182	2,978	.0167	62	60	5,203	821	3,746	1,014	1,282	9,553	2,218	2,241	571
North Wilkesboro.		21,730	.0109		.0050	179	389	2,383	656	2,802	1,014	716	5,922	1,725	1,501	521
Wilson		47,679	.0238	3,558	.0251	75	71	10,186	1,913	4,974	3,501	3,281	8,738	4,717	3,533	1,23
Wilson		37,443	.0187		.0164	101	115	7,866	1,282	3,424	3,452	3,046	7,563	2,825	2,997	1,057
Yadkin		15,032	.0075	2,684	.0086	64	58	2,452	617	1,028	466	1,884	4,180	1,589	1,600	161
Yancey		4,833	.0025	1,381	.0044	49	28	1,194	179	664	41	***	1,143	492	514	155
Total Above Cities		2,585,227	1.2920		.9449	117	150	521,649	108,300	398,277	181,602	158,568	553,453	194,112	159,829	83,650
State Total		3,943,068	1.9698	3,599	2.0279	78	78	867,617	180,282	557,506	224,492	226,254	820,082	353,579	281,541	119,124
METRO, AREAS				RET	TAIL S	ALES-	SM E	STIMA	TES, 1	957						
Asheville	7	140,797	.0704	3,879	.0692	88	80	31,497	8,464	23,847	6,726	6,936	21,456	12,102	8,790	5,900
Charlotte	26	335,100	.1674	4,740	.1801	105	100	58,004	21,261	57,285	20,939	15,798	62,674	30,800	18,343	13,481
Durham	44	125,803	.0829	4,265	.0633	98	95	26,552	6,314	17,376	8,127	8,993	25,865	10,429	8,729	4,40
△Fayetteville	208	114,093	.0570	4,046	.0688	82	71	23,952	6,182	15,985	7,484	6,996	27,307	10,712	4,556	2,53
∧ Gastonia.	212	110,830	.0553	3,410	.0807	81	74	30,192	3,387	16,780	5,937	6,509	23,736	9,278	5,412	3,32
Greensborg-					.1397	107	127	66,571	13,016	30,942	20.824	16,772	58,172	24,011	17,292	9,23
	58	331,962	.1659	5,617	× 1-3007											
Greensboro-	58 115	331,962 197,005	.1659	4,901	.0908	96	104	42,284	10,308	30,635	12,175	9,813	41,745	16,198	10,729	6,20
Greensborg- High Point			2.0000		20000		104	42,284 19,574	10,366 8,154	30,635 8,888	12,175 5,982	9,813 8,268	41,745 14,668	16,198 6,249	10,729	
Greensboro- High Point Raiolgh	115	197,005	.0984	4,901	.0908	96					100,000					6,20 3,57 6,33

_			_												
N	0	R	T	H	D	A	K	0	T	A	_	(Other Wes Minnesota,			

Man nam 570	(F)			NUI	MBE	R OF	OUT	TLET	8					(3)			NU	MBE	R OF	OU	TLET	S		
Map, page 570  City County	Pop. (the	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs	City	County	Pop. (the	Total	Food	Eat. & Drink.	Geort. Midna.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Periods
BismarckBurleigh Devils LakeRamsey	25.6 8.9	235 118	29 18	43 22		19	16	23	19	22	7	Jamestewn Mandan	.Stutsman	14.7	1000	27		7	11	7	12	17	24	-
MckinsonStark	9.0		10		7	8	11	13	16	18	3	Minot	.Ward	28.1	2.00	43		17	28	18	18	37	23	
argoCass	47.2		78	-	38	54	23	21		-	10	Valley City	.Barnes	8.0		20	1		4	8	7	15	28	
iraftonWalsh irand FerksGrand Forks.	5.6 34.1	310	14 55		29	30	15	15	11 28	15	7	Walliston	Richland	6.0 11.0		14		1	11	5	13	19	13	

		0	M P	OPULAT STIMAT	ION ES, 1/1/	58		FECTIVE YING II		- 0	SM E	STIMAT	TES, 1	957							
COUNTIES	Me- tro- poli-			House-		Urban					Income			Inc	ome B	reakdos	m af t	louseho	ids		
CITIES	Area	Total (theu- sands)	0f U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dellars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Haids.	%	\$2,500 % Holds.	3,999 % Inc.	\$4,000 % Helds.	-6,999 % inc.	\$7,000 % Helds.	-9,999 % Inc.	\$10,000 % Haids.	%
Adams		4.3	.0025	1.2	1.3		7,224	.0024	1,680	6,020	5,190	17.7	4.8	27.5	16.4	32.1	31.2	13.3	19.6	9.4	28.0
Barnes		17.4	.0101	4.8	5.3	8.0	10,377	.0065	1,114	4.037	3,635	38.3	15.7	28.9	25.8	23.8	34.5	6.6	14.2	2.5	9.8
Valley City		8.0	.0047	2.5	2.5		9,763	.0032	1,220	3,905	3,756	37.6	15.2	26.7	23.5	26.6	28.1	6.9	14.9	2.2	8.3
Benson		8.5	.0049	2.1	2.2		8,679	.0020	1,021	4,133	3,825	43.5	17.0	23.0	19.6	22.2	30.9	6.6	13.8		18.7
Bülings		2.3	.0014	.5	.5		2,483	.0008	1,080	4,966	4,187	30.6	13.5	21.2	15.7	26.0	31.6	5.0	9.2	8.2	30.0
Bettineau		10.4	.0060	2.8	3.0		12,631	.0043	1,215	4,511	4,177	34.6	12.3	28.3	22.0	24.5	31.1	8.8	12.9	5.8	21.7
Bowman		3.9	.0023	1.0	1.2		5,642	.0019	1,447	5,642	4,606	34.3	10.4	20.2	13.3	23.8	25.6	12.4	20.2	9.3	30.5

O SM, 1958.



N. DAKOTA		•		OPULAT STIMAT		58	EF BU	FECTIV	E NCOME	- 0	SM E	STIMA	TES, 1	957	Ti	he "SM re estim	l" sym ates by	bols m	ark ori	iginal, d IAGEM	ENT
COUNTIES	Me- tro- poli-			House-		Urban					Income			in	come B	reakde	wn of H	tousehe	lds		
(continued)	Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% u.s.a.	Per Capita	Per Hald.	Per C. S. U.	10-3 Weids	2,499 % . Inc.	\$2,500 % Halds.	% inc.	\$4,000 % Heids.	%	\$7,000 % Halds.	%	\$10,000 % Halds.	%
Burke		5.8	.0034	1.7	1.7		7.671	.0025	1.323	4.512	4.363	33.3	11.6	28.4	21.4	23.9	29.4	8.4	15.6	8.0	22.0
Burleigh		33.2	.0193	9.3	10.1	25.6	46.824		1,410		4.633	25.8	8.2	24.2	16.8	33.9	38.4		18.0		18.6
Bismarek-Mandan.		36.0	.0209	10.2			55,357	.0186	1.538	5.487		-		1		1		10.0			
Bismarck		25.6	.0149	7.3	8.6		40,327	.0136	1,575	5,524	4,659	22.8	6.9	23.1	15.3	36.3	39.2	11.6	19.0	6.2	19.6
Cass	207	68.7	.0399	19.4	23.6	47.2	113,036	.0379	1,645	5,827	4,778	23.5	6.9	20 7	13.1	35.5	38.8	12.8	20.0	7.8	23.2
△Fargo		47.2	.0274	13.6	18.1		86,439	.0289	1,831	6,356	4,764	20.5	5.7	18.7	11.3	38.6	38.3	14.3	21.5	7.9	23.2
Cavalier		9.7	.0056	2.4	2.6		11,257	.0038	1,181	4,690	4,224	34.3	12.0	27.2	20.6	24.7	30.5	7.5	14.0	6.8	22.9
Dickey		8.8	.0052	2.5	2.7	1	9,310	.0031	1,058	3,724	3,442	45.5	19.9	27.2	25.7	19.3	30.0	5.2	12.3	2.8	12.1
Divide		4.8	.0027	1.3	1.4		6,192	.0021	1,290	4,763	4,391	35.2	11.9	25.0	18.2	25.1	30.1	7.5	13.7	7.2	26.1
Dunn		6.3	.0037	1.6	1.6		7,280	.0025	1,156	4,550	4,333	37.1	12.9	24.7	18.6	22.1	27.3	9.9	18.5	8.2	22.7
Eddy		4.6	.0027	1.2	1.3		5.072	.0017	1,103	4,227	3,860	34.1	13.1	28.9	22.7	29.7	40.6	6.6	13.6	2.7	10.0
Emmons		8.3	.0048	2.0	2.0		8,252	.0027	994	4,126	4,051	40.5	15.2	26.2	21.6	21.6	28.9	6.1	12.2	5.6	22.1
Foster		5.2	.0030	1.5	1.5		5,265	.0018	1,013	3,510	3,375	44.4	20.0	26.6	26.0	24.0	38.4	3.1	7.6	1.9	8.0
Golden Valley		2.7	.0016	.8	.8	- 1	3,820	.0013	1,415	4,775	4,580	27.9	9.2	26.1	18.8	30.6	35.8	9.9	17.5	5.5	18.9
Grand Forks △Grand Forks (N. D.)-Bast Grand	213	46.3	.0272	12.8	16.1	36.4	72,078	.0241	1,540	5,631	4,458	25.3	7.8	21.5	14.5	36.3	39.9	10.8	18.0	6.1	19.8
Forks (Minn.)		41.3	.0240	10.9		- 1	61,097	.0905	1,479	5,605											
△Grand Forks	1	34.1	.0199	9.0	12.4		55,285	.0186	1,621	6,143	4,425	22.5	6.7	19.6	12.7	39.6	42.0	11.9	19.1	6.4	19.5
Grant		6.3	.0037	1.6	1.6		6,463	.0022	1,026	4,039	4.034	39.1	14.9	25.1	20.7	24.9	33.7	6.4	13.0	4.5	17.7

SM Standard (A) and Potential (A) Metropolitan County Areas.

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#### "Wanna See OUR PULSE?"

One look at February-March, 1956 Pulse figures and you'll see that WDAY Radio is *surging* with health, here in the Red River Valley!

This new Pulse Area Report covered 23 North Dakota counties, 21 Minnesota and 11 South Dakota —a 55-county market with 205,000 radio homes.

It shows that WDAY gets -

More than TWICE as many listeners as the No. 2 Station!...

More listeners than the No. 2 and 3 Stations COMBINED!...

FOUR times as many listeners as the No. 4 Station!

It's like we've been telling you for years — WDAY just doesn't have any real competition in the Red River Valley!

Let Peters, Griffin, Woodward, Inc. fill you in with all the facts.



FARGO, N. D.

NBC . 5000 WATTS . 970 KILOCYCLES



PETERS, GRIFFIN, WOODWARD, Inc. Exclusive National Representatives

		0		OPULAT STIMAT	ION ES, 1/1/	58		FECTIV		_ (	SM E	STIMA	TES, 1	957	Th	e "SM estim	" symi	SALES	irk ori 5 MAN	ginal, e AGEMI	xciu- ENT.
N. DAKOTA	Me- tro- poli-			House-	Con- sumer	Urban					Income			In	come B	Ireakdo	wn of h	louseho	olds		
CITIES (continued)	tan Area	(thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-3 Welds	2,499 % . Inc.	\$2,500 % Halds.	% Inc.	\$4,000 % Haids	0-6,999 % . Inc.	\$7,000 % Halds	0-0,900 % . Inc.	%	0&eve % . Inc.
Griggs		4.6	.0026	1.3	1.3		5,536	.0019	1,203	4,258	4,128	36.2	13.3	27.3			31.1	7.9	15.6	4.8	18.2
Hettinger		6.8	.0040	1.8	1.8		8,913	.0029	1,311	4,952	4,777	26.9	8.5	28.0	19.3	28.7	30.0	11.7	19.8	6.7	22.4
Kidder		6.1	.0035	1.5	1.7		6,164	.0021	1,010	4,109	3,438	44.3	18.9	24.6	22.8	22.9	34.6	5.3	12.0	2.9	11.7
La Moure		8.0	.0047	2.1	2.1		6,817	.0023	852	3,246	3,211	46.3	22.1	31.9	33.0	16.0	27.2	4.1	10.6	1.7	7.1
Logan		5.5	.0032	1.2	1.2		4,209	.0014	765	3,508	3,278	48.5	21.5	28.6	28.6	18.8	30.9	3.9	9.7	2.2	9.3
McHenry		10.9	.0063	2.8	3.0		12,392	.9042	1,137	4,426	4,005	35.5	13.1	28.3	22.7	24.4	32.0	7.0	14.0	4.8	18.2
McIntosh		6.7	.0039	1.7	1.7		5,834	.0019	871	3,432	3,317	42.7	19.6	33.2	33.1	17.6	28.8	4.9	12.2	1.6	6.3
McKenzie		5.9	.0035	1.8	1.8		H,060	.0027	1,366	4,478	4,441	35.5	12.2	26.5	19.8	23.9	29.3	7.3	13.5	6.8	25.2
McLean		19.8	.0115	5.2	5.7		27,298	.0092	1,379	5,250	4,729	23.6	7.3	23.9	16.1	34.8	38.2	11.9	19.8	5.8	18.6
Mercer		7.7	.0045	2.0	2.0		9,184	.0031	1,193	4,592	4,547	26.5	8.9	29.3	21.6	30.7	36.6	8.3	14.9	5.2	18.0
Morton		21.5	.0125	5.5	5.8	10.4	25,867	.0086	1,203	4,703	4,454	29.9	10.0	25.1	18.5	30.1	36.0	9.8	17.7	5.1	
Mandan See Bismarck- Mandan		10.4	.0060	2.9	3.2		15,030	,0050	1,445	5,183	4,642	23.8	7.5	23.0	15.6	37.1	41.5	10.9	18.4	5.2	17.0
Mountrail		8.6	.0050	2.5	2.6		11.869	0040	1.380	4 748	4,498	30.2	10.0	28.1	20.4	25.2	29.9	10.5	18.8	8.0	20.9
Nelson		6.6	.0038	1.7			8.072	.0027		4.748	3.862	34.2		28.7	23.0	26.2		6.1	12.1	4.8	17.9
Oliver		2.5	.0014	.5			3,198		1,279		4,543	17.2	4.9		14.7	40.0	40.8	12.6	19.4	6.8	
Pembina		13.0	.0076	3.4	3.7		17,990	.0060	1.384	5,291	4,795	27.2	8.3	25.0	16.5	28.7	31.2	11.4	18.7	7.7	25.3
Pierce		7.6	.0044	1.9	1.9	2.8	7,814	.0026	1.028	4,113	3,983	36.4	13.9	27.9	23.1	25.7	34.8	5.8	11.8	4.2	16.4
Ramsey		12.6	.0073	3.2	4.1	6.9	17,568	.0059	1,394	5,490	4,198	27.3	8.9	24.9	17.6	33.2	38.6	8.9	15.7	5.7	19.3
Devils Lake		6.9	.0040	2.0	2.5		10,979	.0037	1,591	5,490	4,334	27.1	8.6	24.0	16.8	33.5	38.0	9.0	15.4	6.4	21,2
Ransom		7.4	.0043	2.0	2.2		8,211	10028	1,110	4,106	3,689	42.0	16.9	22.7	20.0	25.2	38.0	7.0	15.0	3.1	12,1
Renville		5.3	.0031	1.4	1.4		6,789	.0023	1,281	4,849	4,708	26.3	8.5	27.9	19.5	29.8	34.0	9.9	17.2	6.1	20.8
Richland		20.4	.0119	5.6	6.3	6.0	27,799	.0093	1,363	4,964	4,378	31.9	10.6	26.2	19.0	26.1	30.7	9.1	16.3	6.7	23.4
Wahpeton		6.0	.0035	1.4	2.2		9,199	.0031	1,533	6,571	4,069	28.0	8.6	20.1	13.5	35.2	38.4	8.8	14.5	7.9	25.0
Relette		9.6	.0056	2.2			7,257	.0024	756	3,299	3,290	47.6	22.2	28.7	29.2	16.5	27.3	5.3	13.2	1.9	8.1
Sargent		6.9	.0040	1.8	1.9		5,826	.0023	989	3,792	3,552	40.7	17.3	28.7	26.5	22.5	33.9	5.8	13.2	2.3	9,1

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N. DAKOTA	240	0		PULAT		58	BL	FECTIVI	COME	- 6	M) E	STIMA	TES, 1	967	The	"SM"	symi es by	SALES	mk origi	inal, e	xelu. NT-
COUNTIES	tro- poli-			House-	Con-	Urban					Income			In	come Ba	reakdow	n of F	leuseho	ids		
CITIES (continued)	tan Area	Total (thou- sands)	% of U.S.A.	helds (theu- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.		2,490 % Inc.	%	8-3,999 % Line.	\$4,000- % Halda.	%	\$7,000 % Halds.	%	\$10,000 % Halds.	Or.
Sheridan		4.5	.0026	1.1	1.1		5,080	.0017	1,129	4,618	4,331	30.9	10.7	26.9	20.2	27.3	33.4	18.2	18.9	4.7	16.8
Slaux		2.7	.0016	.6	.6		2,190	.0007	911	3,650	3,328	48.2	21.8	22.6	23.1	21.2	34.0	47	11.3	2.3	9.8
lings		2.3	.0013	.5	.6		3,013		1,310	6,028	4,406		8.7	15.4			37.2		24.0	6.4	20.0
ltark		15.5	.0090	4.0	4.3	9.0	18,671		1,205	4,668	4,259		12.2	23.8	2.37	26.7	33.0	8.7	16.2	5.7	20.7
Dickinson		9.0	.0052	2.7	2.8		12,077	.0040	1,342	4,473	4,284	35.3	12.4	23.6	18.1	27.3	34.2	8.6	16.3	5.2	19.
Itsele		4.3	.0025	1.2	1.3		8,415	.0022	1,402	5,348	4,794	25.3	7.7	27.7	18.4	27.1	29.2	12.3	20.1	7.8	24.
Stutsman		27.2	.0158	6.8	7.7	14.7	32,084	1000000	1,180	4,718	4,163	31.8	11.2	25.6		29.9	37.2	8.0	15.1		17.
Jamestown		14.7	.0086	4.3	5.3		22,803		1,551	5,303	4,271		8.8	24.1			39.9		16.5		17.
Towner		4.8	.0028	1.2	1.3		5,731	.0019	1,194	4,776	4,150	29.1	10.2	30.4	23.1	27.3	33.9	8.4	15.8	4.8	11.
Traill		10.4	.0061	2.8	3.2		14,037	.0047	1,350	5,013	4,314	30.5	10.2	26.1	18.9	28.4	33.7	9.0	16.1	6.0	21.
Walsh		20.3	.0118	4.6	5.6	5.6	25,214			5,481	4,467		9.2	27.4	2010		28.4	9.6	16.2		27.
Grafton		5.6 42.2	.0032	.9	1.4	00.4	7,273		1,299	8,081	4,901		2.7	24.8			31.2		17.3	13.8	36.0
Ward		28.1	.0245	7.9	14.3		67,268 47,880		1,594	5,653 6,061	4,702		5.8	22.1	14.4		39.6 41.4	11.0			21.
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Wells		9.6	.0056	2.6	2.7		10,757			4,137	3,972		13.7	26.4			36.9		13.8		13.
Williams		30.5 11.0	.0177	9.2	9.8	11.0	43,928 17,197		1,440	4,778 5,374	4,472		9.7	24.3			37.4	9.8	17.6	5.7	17.
-			.0001				21,101		2,000	0,014	2,020	20.0	*	22.0	10.0	00.1	00	11.0	1010		
Total Above Cities		206.6	.1202	57.7	72.9		334,252	.1120	1,618	5,793	4,585	23.7	7.1	21.4	14.1	36.8	39.4	11.6	18.9	6.5	20.
Statu Total		636.3	.3899	170.1	190.1	211.7	838,612	.2805	1,315	4,918	4,401	30.6	10.3	25.0	18.2	29.5	35.1	9.3	18.8	5.6	19.
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			19.4	23.6	47.2	113,036	.0417 1,4	168 5,325	11	Above	1		.0802	42.8	51.3		7.9	237,65	.079	96 1,54	7 5,5
Forks	Me- tro- poli-	Total Retail	23.4	27.6	50.7	113,036 124,615	.0417 1,4 ES - J	168 5,325 HD ES	TIMA	TES,	, 195	7 Ieneral			Furn	2 97	<u> </u>	Gas	Lumb	er-	
△Grand Forks- East Grand Forks	84.9 Me- tro-	.0493	19.4	7.6	50.7	113,036 124,615 . SAL	.0417 1,4	M E S	11	TES,	ng & link. E	7	.0892 Appai (\$000	rel	Furn	2 97	e S		Lumb	er- g. re. [	7 5, 5
△Grand Forks- East Grand Forks	Me- tro- poli- tan	Total Retail Sales (\$000)	9.4 2 23.4 2 0f U.S.A 22 .002	Per Haid Heta Sale	ETAIL Buy Pow Ind	113,036 124,615 . SAL ling our our our our our our our our our our	ES — Unality of Pro	E S nufex Sales duction	Food (\$000)	Eatir Dri Pla (\$0	, 195; ng & ink. ices (00)	7 leneral Mdse. (\$000)	Appar (\$000	rel (1) (83)	Furn louse- Appl. (\$000)	2 97 Automotive (\$000) 1,5	e S	Gas tations (\$000)	Lumb Bldy Hdw (\$00	g. re. (0) (	Drug: \$000
△Grand Forks- East Grand Forks.  COUNTIES CITIES  Adams. Barnes.	Me- tro- poli- tan	Total Retail Sales (\$000) 5,5	9.4 2 23.4 2 0f U.S.A 22 .003	Per Hada Sale 4,14	50.7 ETAIL Buy Pow Ind 12 .00	113,036 124,615 . SAL ling our our our our our our our our our our	ES — Unality product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product p	E S nufex Sales sduction 108 98	Food (\$000) 1,12 3,97	Eatir Dri Pia (\$0	, 195; ng & ink. ces (00)	7 Inneral Mdse. (\$000) 382 2,473	Appai (\$000	rei (1) (63 452	Furn House- Appl. (\$000)	Automotive (\$000) 1,5	e S	Gas tations (\$000)	Lumb Bld; Hdw (\$00	eer- g- re. (0) (	Drug: \$000
△Grand Forks- East Grand Forks.  COUNTIES CITIES  Adams.  Valley City	Me- tro- poli- tan	Total Retail Sales (\$000)  5,5; 19,8; 15,3;	% of U.S.A	7.6 R Per Haid Reta Sale 4,14	50.7 ETAIL Buy Pow Ind 12 .00 15 .00	113,036 124,615 . SAL long ver lox b	.0417 1.4 ES — Uality product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product Product	E S nufex Sales duction	Food (\$000) 1,12 3,97 3,36	Eatir Dri Pia (\$0	ng &	7 Inneral Midse. (\$000) 382 2,473 1,999	Appai (\$000	rel (1) (83)	Furn House-Appl. (\$000) 72 674 517	Automotive (\$000) 1,5	e S ) (69 573 (29	Gas tations (\$000) 384 1,394	Lumb Bld Hdw (\$00	eer- g. re. (0) ( .001 (,171 (,590 )	Drug \$000
△Grand Forks- East Grand Forks.  COUNTIES CITIES  Adams. Barnes. Valley City. Benson.	Me- tro- poli- tan	Total Retail Sales (\$000) 5,5	% of U.S.A	7.6 R Per Haid Reta Sale 4,14	50.7 ETAIL Buy Pow Ind 12 .00 .00	113,036 124,615 . SAL long ver lox b	ES — Unality product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product product p	ES Sales duction 108 98 154	Food (\$000) 1,12 3,97	Eatir Dri Pia (\$0	, 195; ng & ink. ces (00)	7 Inneral Mdse. (\$000) 382 2,473	Appai (\$000	rei (3) 63 452 452	Furn House- Appl. (\$000)	Automotive (\$000) 1,5	e S	Gas tations (\$000)	Lumb Bld Hdw (\$00	eer- g- re. (0) (	Drug \$000
△Grand Forks- East Grand Forks.  COUNTIES CITIES  Adams. Valley City Bellings.	Me- tro- poli- tan	Total Retail Sales (\$000)  5,5: 19,8: 15,3: 5,9:	% % % % % % % % % % % % % % % % % % %	Paris Peris	50.7 ETAIL Buy Post Ind 12 .00 .00 .00 .00	113,036 124,615 . SAL ling ver lox 1 25 82 49 34	.0417 1,4 ES — Uuuality Pro 100 BT 104 69 50	ES nutex Sales duction 108 98 154 61	Food (3000) 1,12 3,97 3,36 1,51	Eatir Dri Pia (\$0	, 195; ng & link. Electron (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (19	7 Inneral Midse. (\$000) 382 2,473 1,999	Appa: (\$000	reil (1) (83 452 452 88	Furn House- Appl. (\$000) 72 674 517	Automotive (\$000) 1,5 3,5 3,3	e S (69 (73 (29 68 48	Gas tations (\$000) 384 1,394 1,127 508	Lumb Bldg Hdw (\$00	00 (081 171 590 018	Drug \$000
△Grand Forks- East Grand Forks.  COUNTIES CITIES  Adams. Barnes.  Valley City. Benson.  Billings. Bottineau.	Me- tro- poli- tan	Total Retail Sales (\$000)  5,5: 19,8: 11,8:	9.4 2 2 3.4 2 2 3.4 2 3 3.4 2 3 3.4 2 3 3.4 2 3 3.4 2 3 3.4 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	7.6 Ri Per Hald Reta Sale 4,14 10 2,83 10 4,23 10 4,23 10 4,23 10 4,23 10 4,23 10 10 10 10 10 10 10 10 10 10 10 10 10	50.7 ETAIL Buy Pow ind 22 .00 .00 .00 21 .00 68 .00	113,036 124,615 . SAL ling ever losx lines 225 82 49 34	.0417 1,4 ES — Uality mdax 100 B1 104 69 50 85	E S miles Sales iduction 108 88 154 61	Food (\$000) 1,12 3,97 3,36 1,51	Eatir Dri Pla (\$0	, 195; ng & ink. 6 nnk. 6 1484 1,389 884 504	7 [eneral Mdse. (\$000) 382 2,473 1,999 III5	Appa: (\$000	63 452 452 88	Furn House-Appl. (\$000) 72 674 517	Automotive (\$000) 1,5 3,5 3,3	e S (689 (773 (29) 68 48	Gas tations (\$000) 384 1,394 1,127 508	Lumb Bldg Hdw (\$00	00 (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (00	Drug \$000
△Grand Forks- East Grand Forks.  COUNTIES CITIES  Adams. Barnes.  Valley City. Benson.  Billings. Bottineau.	Me- tro- poli- tan	Total Retail Sales (\$000)  5,5: 19,8: 15,3: 5,9:	9.4 2 2 3.4 2 2 3.4 2 2 3.4 2 3 3.4 2 3 3.4 2 3 3.4 2 3 3.4 2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	7.6  Per Hald Reta Sale  7.7  4.6  7.7  7.8  8.7  8.7  9.7  9.7  9.7  9.7	50.7 ETAIL Buy Pow ind 22 .00 .00 .00 21 .00 68 .00	113,036 124,615 . SAL ling ever losx lines 225 82 49 34	.0417 1,4 ES — Uality mdax 100 B1 104 69 50 85	ES nutex Sales duction 108 98 154 61	Food (3000) 1,12 3,97 3,36 1,51	Eatir Dri Pla (\$0	, 195; ng & link. Electron (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (195) (19	7 Inneral Midse. (\$000) 382 2,473 1,999	Appa: (\$000	reil (1) (83 452 452 88	Furn House- Appl. (\$000) 72 674 517	Automotive (\$000) 1,5 3,5 3,3	e S (69 (73 (29 68 48	Gas tations (\$000) 384 1,394 1,127 508	Lumb Bldg Hdw (\$00	00 (081 171 590 018	Drug \$000
△Grand Forks- East Grand Forks.  COUNTIES CITIES  Adams.  Barnes.  Valley City.  Benson.  Boltineau.  Bowman.  Burks.	Me- tro- poli- tan	Total Retail Sales (\$000)  5,5; 19,8; 15,3; 5,9; 11,8; 5,74	% of U.S.A 22 .000 .007 .003 .003 .002 .002 .002 .002 .002 .003 .002 .003 .002 .003 .003	Per Haidi Reta Sale 4,1470 2,83 5,74	50.7 ETAIL Buy ill Pow is find 12 .00 15 .00 .00 .00 .00 .00 .00 .00 .00 .00 .00	113,036 124,615 . SAL ling of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the	.0417 1.4 ES —  uality and ax Pro  100 B1  104 69 85  100 79	E S sales aduction 108 88 154 61 1100 1122 78	Food (\$000) 1,12 3,97 3,36 1,51 2,28 81	Eatir Dri Pia (\$0	, 195: ng & link. ices   1000) 484 1,389 884 504 14,085 579	7 Inneral Midse. (\$000) 382 2,473 1,999 815 673 298	Appar (\$00)	63 452 452 88 723 98	Furnlouse-Appl. (\$000) 72 674 517 30 307	Automotive (\$000) 1,5 3,5 3,3 1	669 6773 229 68 46 68 46	Gas tations (\$000)  384 1,394 1,127 508 678 353	Lumb Bldg Hdwr (\$00 1, 4, 2, 2, 4, 2,	007 197 007 197	Drug \$000
△Grand Forks  East Grand  Forks  COUNTIES  CITIES  Adams  Barnes  Valley City  Benson  Bottineau  Bowman  Burke  Burkigh	Me- tro- poli- tan	Total Retail Sales (\$000)  5,5: 19,8: 15,3: 5,9: 11,8: 5,74 5,2: 43,8:	75 .002 .002 .002 .002 .002 .002 .002 .00	27.6  R1  Per Halid Reta Sale  27 4.56  9 4.14  10 4.22  10 4.22  7 3.00  8 4.61	50.7 ETAIL Buy Pow Ind 12 .00 15 .00 .00 16 .00 16 .00 17 .00 17 .00 19 .01	113,036  124,615  SAL  ing over ex 1 25 82 49 34 07 51 23 27 82	.0417 1.4 ES —   uality and ax Pro 100 B1 104 89 50 85 100 79 94	E S  Male S  Sales  Aduction  108  154  61  100  122  79  113	Food (\$000) 1,12 3,97 3,36 1,51 2,28 81 98 7,38	Eatir Dri Pia (\$0	, 195: ng & nk. 6 nk. 6 nk. 6 nk. 6 sees 1000) 484 5.389 884 504 14 1,085 579 898 2,620	7 lieneral Mdse. (\$000) 382 2,473 1,999 815  673 298 470 8,667	Appar (\$000	63 452 452 88  723 98 41	Furnlouse- Appl. (\$000)  72 674 517 30 307 24 1,725	Automotive (\$000) 1,5 3,5 3,3 1	- 6 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S (69 S))))))))))))))))))))))))))))))))	Gas tations (\$000)  384 1,394 1,127 508 679 353 413 2,343	Lumb Bldg Hdwr (\$00 1, 4, 2, 2, 2,	00 (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (000) (00	Drug \$000
△Grand Forks- East Grand Forks.  COUNTIES CITIES  Adams. Barnes. Valley City. Benson. Belllings. Bottineau. Bowman. Burke. Burleigh. Biemarck-Mandan.	Me- tro- poli- tan	Total Retail Sales (\$000)  5,5 19,8 15,3: 5,7: 11,8 5,7: 5,2: 43,8: 66,5:	76 U.S.A. 22 .006 .007 .002 .002 .002 .002 .002 .002 .002	Per Hald Reta . Sale 27.6 11.1 2.8: 5,74 7.3 998 8.8 9	50.7 ETAIL Buy Power Ind 12 .00 .00 .00 .00 .00 .00 .00 .00 .00 .0	113,036  124,615  SAL  ling ver lox 25 82 49 34 07 51 23 27 82	ES — Usuality index Pro 104	108 5,325  MES  MIGHER  Sales  dduction  108  88  154  61  100  122  79  113  136	Food (\$000) 1,12 3,97 3,36 1,51 2,28 81 98 7,38. 10,06	Eatir Dri Pia (\$0	195: ng & ink. 6 ink. 6 inces 1000) 484 5.389 884 504 14 1,085 579 898 8,620 1,076	7 lieneral Mdse. (\$000) 382 2,473 1,999 115 673 298 470 6,667 7,564	Appai (\$000	63 482 462 88 88 41 41 47	Furnlouse-Appl. (\$000)  72 674 517 30 307 24 1,726 8,417	Automotive (\$000) 1,5 3,5 3,3 1 1,6 8	- 6 S (69 S 68 46 60 335 94 68 68 68	Gas tations (\$000)  384 1,394 1,127 508 679 353 413 2,343 5,967	Lumb Bldy Hdw (\$00 1, 4, 2, 2, 4, 2, 4, 4, 6,	00) (00) (00) (00) (00) (00) (00) (00)	Drug \$000
△Grand Forks- East Grand Forks.  COUNTIES CITIES  Adams. Sarnes. Valley City. Benson.  Billings. Bottineau. Bowman Burke. Burkels. Biemarck-Mandan. Bismarck.	Me- tro- poli- tan	Total Retail Sales (\$000)  5,5: 19,8: 15,3: 5,9: 43,8:	% of U.S.A 222 .000 .000 .000 .000 .000 .000 .00	Per Haid Haid Haid Haid Haid Haid Haid Haid	50.7 ETAIL Buy Poul 15 .00 .00 .00 .00 .00 .00 .00 .00 .00 .0	113,036  124,615  . SAL  ling ver loox  25  82 49 34  07 51 223  27 82 82 82 83 84 85 85 86 86 87 88 88 88 88 88 88 88 88 88 88 88 88	0017 1.4  ES —   uality of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of holds of hol	E S  Male S  Sales  Aduction  108  154  61  100  122  79  113	Food (\$000) 1,12 3,97 3,36 1,51 2,28 81 98 7,38	Eatin Dri Pia (\$0	, 195: ng & nk. 6 nk. 6 nk. 6 nk. 6 184 184 184 184 184 186 186 186 186 186 186 186 186 186 186	7 lieneral Mdse. (\$000) 382 2,473 1,999 815  673 298 470 8,667	Appai (\$000	83 482 462 88 88 41 98 41 947 706	Furnlouse- Appl. (\$000)  72 674 517 30 307 24 1,725	Automotive (\$000) 1,5 3,5 3,3 1	- e S ( ) 68 68 68 68 68 68 7	Gas tations (\$000)  384 1,394 1,127 508 679 353 413 2,343	Lumb Bldy Hdw (\$00 1, 4, 2, 2, 4, 2, 4, 4, 6,	007 (007 (197 (198 (198 (198 (198 (198 (198 (198 (198	Drug \$000
△Grand Forks- East Grand Forks.  COUNTIES CITIES  Adams. Sarnes. Valley City. Benson.  Billings. Bottineau. Bowman Burke. Burkels. Biemarck-Mandan. Bismarck.	Me- tro- poli- tan Area	Total Retail Sales (\$000) 5,5;19,8;15,3;5,9; 11,8;5,7;4 5,2;43,6;66,5,5;41,9;	% % % % % % % % % % % % % % % % % % %	R   Per Haid Hetal Sale   R   Per Haid Hetal Sale   R   R   Per Haid Hetal Sale   R   R   R   R   R   R   R   R   R	50.7 ETAIL Buy Poul 15 .00 .00 .00 .00 .00 .00 .00 .00 .00 .0	113,036  124,615  SAL  ling or 1  25  82  49  34  07  51  23  27  82  19  10  11  13  13  13  13	I .0417 1,4  E S — U  III add a discount of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the con	108 5,325  E S  Index Sales duction  108 88 154 61 100 122 79 113 136 141	Food (\$000)  1,12 3,97 3,36 1,51 2,28 81 98: 7,38: 10,06: 6,92:	Eatin Drippia (30)	195 ann & link. Elicen (1900) 484 4 504 14 1,065 579 898 2,620 1,076 1,386	7 ieneral Midse. (\$000) 382 2,473 1,999 815 673 298 470 8,867 7,564 6,481	Appaid (\$000)	83 482 462 88 88 41 98 41 947 706	Furnfousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefousefouse	Automotive (\$000) 1,5 3,5 3,3 1 1,6 8 8 77 12,94 12,94	- e S ( ) 68 68 68 68 68 68 70 06	Gas tations (\$000)  384 1,394 1,127 508 679 353 413 2,343 5,967 2,104	Lumb Bldd Hdw (\$00 1, 4, 2, 2, 1, 4, 2, 3,	007 197 171 171 1590 1018 1007 197 188 1009 163 1512 1080	Drug \$000 1 1,8 1,8 1,5 2,7
△Grand Forks— East Grand Forks.  COUNTIES CITIES  Adams. Barnes. Valley City. Benson.  Boltineau. Bowman Burkei Burkei Burkei Burkei Adams.  △Fargo.	Me- tro- poli- tan Area	Total Retail Sales (\$000)  5,5;19,8;15,3;5,9;  11,8;5,74  5,2;43,6;66,3,41,97 100,65	% % % % % % % % % % % % % % % % % % %	77.6  R Per Halai Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain Saie Retain 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△Grand Forks- East Grand Forks.  COUNTIES CITIES  Adams.  Barnes.  Valley City Benson.  Bottineau.  Bowman.  Bismarck-Mandan.  Dismarck.  Jams.  Afargo.  Lavaller.  Olckey.	Me- tro- poli- tan Area	Total Retail Sales (\$000)  5,5 19,81 15,3: 5,7: 11,81 5,74 5,22 43,61 66,3,41,97 100,68	9.4   1	R   Per   Pe	50.7 ETAIL Buy Pow Ind Ind Ind Ind Ind Ind Ind Ind Ind Ind	113,038  124,615  SAL  SAL  129  109  109  109  109  109  109  109	I .0417 1.4  E S —  I of product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of the product of	100 122 79 113 136 106 82	Food (\$000) 1,12 3,97 3,36 1,51	Entire S, (SO ) 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	195 5 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	7 3626, (\$000) 362, (\$000) 31, 9999 815 673 298 470 6, 481 12, 922 12, 358 807	Appaid (\$000)	83 482 452 88 41 147 7723 98 41 447 444 444 444	Furnlouse-Appl. (\$900) 72 874 517 30 307 24 1,725 8,417 1,725 4,671 4,183	Automotive (\$000) 1,5,3,5,3,3,3,1 1,6,8 12,9(25,5(4,9),2,9,1 15,4,4,1 25,5(23,1)	- e S (	Gas tations (\$000)  384 1,394 1,127 508 679 333 413 2,343 5,967 2,104 6,722 4,711 1,344	Lumble Hidwin (\$000   1, 4, 2, 2, 1, 4, 4, 5, 3, 18, 12, 2, 2, 2, 2, 2, 2, 2, 2, 2, 2, 2, 2, 2	000 000 000 000 000 000 000 000 000 00	7,8 1,8 1,8 1,8 2,7 2,4
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Bism	Me- tro- poli- tan Area	Total Retail Sales (\$000)  5,5; 19,8; 15,3; 5,9; 11,8; 5,7; 5,2; 43,8; 66,3; 41,9; 108,68	9.4 1 23.4 1 U.S.A. 6 0f of	R   Per   Pe	50.7 ETAIL  Buyyes Find  Buyes Find  0.00 0.00 0.00 0.00 0.00 0.00 0.00 0	113,038 124,615 SAL 124,615 SAL 124,615 SAL 124,615 SAL 124,615 SAL 124,615 SAL 124,615 SAL 124,615 SAL 124,615 SAL 124,615 SAL 124,615	100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100 Bill 100	E S sales siduction 108 98 154 61 100 122 135 141 136 166 52 75	T 1M A Food (\$000) 1,12 3,97 3,36 1,51 2,28 81 900 7,385 10,06 6,922 16,486 13,374	Eatin Dri Pla (30)	195 to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to see to se	7  ieneral Mdse. 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△Grand Forks- East Grand Forks  COUNTIES CITIES  Adams Barnes Valley City Benson Bowman Blilings Bowman Bismarck-Mandan Bismarck-Mandan Dismarck Case Case JFargo City Divide Dunn Eddy	Me- tro- poli- tan Area	Total Retail Sales (\$000)  5,5; 19,8; 15,3; 5,9; 11,8; 5,7; 5,2; 43,8; 66,5; 41,9; 108,68 91,18 9,13 7,96 7,41	% of U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A. 1 U.S.A.	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△Grand Forks— East Grand Forks.  COUNTIES CITIES  Adams. Barnes. Valley City Benson. Bellings. Bottineau. Bowman  Burke. Jurnigh Biemarck-Mandan. Nismarck-Mandan. Nismarck Ciss. △Fargo. Cavalier. Olckey. Divide  Dunn. Eddy. Emmans.	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△Grand Forks- East Grand Forks  COUNTIES CITIES  Adams Barnes Valley City Benson  Sillings Bowman  Bowman  Bismarck-Mandan  Dismarck  Jase  Jase  Jase  Jase  Jergo  Cavaller  Olckey  Divide  Dunn  Eddy  Connons  Faster  Solden Valley  Grand Forks  △Grand Forks	Me-tro-poli-tan Area	Total Retail Sales (\$000)  5,5: 19,8: 15,3: 5,7: 11,8: 5,74 5,2: 43,6: 66,3,41,97 100,68 91,15 9,13 7,90 7,41 2,97 6,73 6,33 3,33	% % % % % % % % % % % % % % % % % % %	77.6 Ri Perr Haidin Sale Ri Ri Ri Ri Ri Ri Ri Ri Ri Ri Ri Ri Ri	50.7 ETAIL  Buyy II Possible 10	113,038 124,615 SAL 124,615 SAL 124,615 SAL 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 124,615 12	100 ES — U i administration of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the control of the c	108 5,325  MADES  INDEX   T IM A Feed (\$000) 1,12 3,97 3,36 1,51 2,28 81 98 7,38 10,06 6,92 6,92 6,46 13,37 1,68 1,47 95 69 1,32 1,48 1,48 1,08	TES, (\$0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	195: 196: 196: 196: 196: 196: 196: 196: 196	7 inneral Mdes. 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△Grand Forks East Grand Forks  COUNTIES CITIES  Adams Barnes Valley City Benson Bowman Bowman Bowman Burke Burkigh Diemav Arago  Avalley City Bowman Bowman Burke Cuss  △Fargo  Cavaller  Diddy  Counties  Counties  Counties  Arago  Cavaller  Counties  Count	Me-tro-poli-tan Area	Total Retail Sales (\$000)  5,5; 19,8; 15,3; 5,9; 11,8; 5,74 5,22 43,81 66,3,41,97 100,65 91,15 9,13 7,94 2,97 6,73 6,36 7,93 3,35 74,45	% of U.S.A. (1.5.4	77.6 Ri Perrinal Ri Perrinal Ri Ri Ri Ri Ri Ri Ri Ri Ri Ri Ri Ri Ri R	50.7 ETAIL  Buyy II Post of India  10.000 11.000 10.000 11.000 10.000 10.000 10.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.000 11.0000 11.0000 11.0000 11.0000 11.0000 11.0000 11.0000 11.0000 1	113,038 124,615 SAL 124,615 SAL 124,615 SAL 125	100 B1 1.4 Pro 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 100 B1 1	108 5,325  Index Sales Sales  154 61  100 122  79 113 136 141 138 106 82 78 41 126 88 133 106 137	T IM A Feed (\$000) 1,12 3,97 3,36 1,51 2,26 81 98 7,38 10,06 6,922 16,45 13,37 1,56 6,922 11,47 1,47 1,47 1,47 1,47 1,47 1,47 1,4	TES, (\$0 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	195: 196: 196: 196: 196: 196: 196: 196: 196	7 isineral Mides. 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△Grand Forks— East Grand Forks.  COUNTIES CITIES  Adams. Barnes. Valley City Benson Benson Bellings. Benson Bellings. Bettineau Bowman Burleigh Biemarck-Mandan Bismarck Afargo.  Cavalier Dickey Divide Dunn Eddy. Erand Forks  △Grand Forks  △Grand Forks  △N. D.)-Bast Grand Forks (Minn.).	Me-tro-poli-tan Area	Total Retail Sales (\$000)  5,5 79,8 15,3 5,97  11,8 5,77  5,22 43,66 66,5,41,97 100,68 91,18  9,13 7,96 7,74  2,97 6,73 6,36 7,94 3,34 3,34 74,48	9.4 : : : : : : : : : : : : : : : : : : :	R   Per   Pe	50.7 ETAIL  Buyyes Perental  10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.0000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 10.0000 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△Grand Forks— East Grand Forks.  COUNTIES CITIES  Adams. Barnes. Valley City. Beenson. Bellings. Bottineau. Bowman Burks, Burksigh Biemarck-Mandan. Hismarck Listsack  △Fargo.  Cavaller  Cidy. Emmons Foster Golden Valley.  Grand Forks.  (N. D.)—East Grand Forks (Minn.).  △Grand Forks.	Me-tro-poli-tan Area	Total Retail Sales (\$000)  5,5; 19,8; 15,3; 5,9; 11,8; 5,74 5,2; 43,8; 66,3,41,9; 100,86 91,15 9,13; 7,99 7,41 2,97 6,73 6,36 7,93 3,38 74,48	9.4 1 2 3.4 1 1	R   Per	50.7  ETAIL Buyyes Ind Buyes Ind Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes Buyes 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(\$000) 382 2,473 1,999 H15 673 298 470 6,887 7,564 481 12,922 12,358 807 548 485 80 81 1705 878 80 8,549 8,599 8,086	Appana (\$000)  1.1. 2.1. 7.2. 7.2. 1.1. 6.4. 6.4.	100 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	Furnlouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouselouse-	Automotive (\$000) 1.5.5 3.6.3 3.7 1.66 8 77 12.99 12.99 15.44 1.21 1.00 14 15.88 15.32	66 S (66 S S S S S S S S S S S S S S S S	Gns tations (5000)  3844 1,394 1,127 598 679 353 413 2,343 5,967 2,104 6,722 4,711 1,344 958 201 179 187 177 487 458 5,377	Lumb Bidgh (\$00   1.4   4.2   2.4   2.4   2.4   2.4   2.4   2.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4   3.4	007 197 589 090 15512 080 822 870 167 557 922 1177 024	Drug \$000

Look what's happened in North Dakota:

## GRAND FORKS IS NOW A METRO COUNTY AREA

#### North Dakota Now Has Two Metro County Areas

Here are figures as reported by Sales Management, May 1958

	RETAIL	L SALES	SHI	ESTIMAT	ES 1967
Metro Area	Popu- lation (000)	E. B. I. Net Dellars (000)	Total Retail Sates (\$000)	Food (\$000)	Drugs (\$000)
Fargo#	68.7	113,036	108,684	16,456	2,789
Grand Forks- East Grand Forks*	84.9	124,615	116,517	20,619	2,302

This new Grand Forks Metropolitan Area is the hub of a 16-county region in North Dakota and Minnesota: Population** — 232,300;

TOTAL RETAIL SALES** - \$277,863,000.

Served by North Dakota's Outstanding Newspaper

#### GRAND FORKS HERALD

Total Circulation — 34,642 (ABC 6/30/57)

REPRESENTED NATIONALLY BY RIDDER-JOHNS, INC.

*Grand Forks Co., N.D.-Polk Co., Minn. #Cass Co., N.D **Sales Management, May 1958

N. DAKOTA	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957					rk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Totai Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn Hause- Appl. (\$000)	Auto- mative (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwrs. (\$000)	Drugs (\$000)
Kidder		4,451	.0022	2,967	.0025	71	63	624	253	551		58	1,181	572	920	111
La Moure		9.013		4,292	.0034	72	96	1,684	562	126	299	145	2,294	753	2,638	195
Logan		4,075		3,396	.0020	63	86	671	196	136	218	47	609	322	1,478	130
McHenry		9,399	.0047	3,357	.0047	78	78	2,191	892	730	43	28	1,605	651	2,380	251
McIntosh		7,478	.0037	4,399	.0029	74	95	1,008	373	1,281	***	70	2,017	341	2,049	127
McKenzie		5,784	.0029	3,213	.0029	83	83	1,000	278	351	118	28	1,032	482	1,803	306
McLean		11,535	.0067	2,218	.0086	75	50	2,782	948	926	176	63	2,045	1,077	2,791	485
Mercer		7,273	.0037	3,637	.0036	80	82	1,167	725	1,178	55	164	1,989	447	1,301	162
Morton		22,123	.0110	4,022	.0101	81	88	4,605	2,977	1,470	836	802	3,537	2,466	3,693	579
Mandan		14,376	.0072		.0059	98	120	3,142	1,690	1,073	758	692	2,491	1,863	1,641	381
Mandan																
Mountrail		11,882	.0000	4,753	.0048	96	120	1,887	1,197	904	410	18	1,820	1,072	3,211	432
Nelson		7,394	.0037	4,349	.0032	84	97	1,119	786	808	44	81	1,112	586	2,418	194
Oliver		705	.0003	1,410	.0009	64	21	150	84	248	***		***	20	194	***
Pembina		12,839	.0064	3,776	.0084	84	84	2,435	1,247	994	228	97	2,745	684	3,245	278
Pierce		6,598	.0033	3,473	.0032	73	75	1,006	501	491	370	222	1,924	212	1,335	331
Ramsey		23,544	.0118	7,358	.0080	110	162	4,428	2,339	2,600	1,026	697	4,527	1,786	4,167	602
Devils Lake		19,477	.0097		.0056	140	243	3,806	1,350	2,508	1,026	657	3,978	1,436	3,389	517
flansom		8,065	.0043	4,283	.0035	81	100	1,628	485	570	299	328	1,863	580	2,081	428
Renville		5,734	.0028	4,096	.0026	84	90	813	400	144	73	***	783	500	1,832	192
Richland		21,134	.0106	3,774	.0102	86	89	3,738	1,297	2,225	639	976	3,798	1,589	4,917	486
Wahpeton		10,756	.0054		.0039	111	154	1,675	353	1,432	575	822	2,199	974	1,787	310
fleiette		9,021	.0045	4,100	.0037	86	80	1,748	673	595	275	121	2,212	1,116	1,813	288
Sargent		3,447	.0017	1,915	.0025	63	43	816	331	87	***	40	567	393	1,061	60
Sheridan		3,583	.0018	3,257	.0019	73	69	514	172	138	58		590	605	1,110	204
Sioux		1,237	.0006	2,062	.0008	50	38	92	107	492			***	72	322	
Slope		387	.0002	774	.0008	62	15	110	82	***	***	***	***	195	***	***
Stark		20,143	.0101	5,036	.0000	88	112	2,855	2,351	2,199	980	710	4,868	1,872	3,261	616
Dickinson		16,220	.0081		.0055	106	156	1,633	1,852	2,155	980	553	3,942	1,645	2,417	485
Steele		2,760		2,300	.0020	80	56	619	255	302		129	339	327	737	***
Stutsman		31,600		4,647	.0133	84	99	5,644	2,000	2,302	1,329	1,405	6,623	2,954	7,081	926
Jamestown		25,567	.0128		.0094	109	149	4,435	1,395	1,862	1,329	1,133	6,119	2,367	5,465	822
Towner		6,296	.0032	5,247	.0024	86	114	1,027	423	335	42	135	1,577	731	1,663	137
Traill		12,138			.0084	89	98	1,845	950	800	165	388	2,458	871	3,490	299
Walsh		21,697	.0109	4,717	.0099	84	92	3,646	1,774	2,181	714	427	4,465	1,365	1	413
Grafton		11,436	.0057		.0036	113	178	1,988	888	1,051	653	390	2,541	598	2,535	235
Ward		68,691	.0342	5,772	.0264	108	77	10,386	4,938	7,912	3,991	4,530	14,994	5,157	9,191	3,348
Minot		58,516	.0292		.0201	123	178	8,746	3,310	7,227	3,910	4,476	14,345	3,948	5,707	3,170

N. DAKOTA					R	ET/	ALL	SA	LES	-	Sh	DE	STIMA	TES. 1	57				"SM" stimat							
COUNTIES CITIES (continued)	Me- tro- poli- tan Area	Tota Reta Sale (\$00	ail is	% ef U.S.A.	Per Hale Reta Sale	i.	Buyin Powe Inde	ig i	Quali	ity	Ind of Sa	ex	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn. House Appl (\$000	0-	Auto- motive (\$000)		Gas Statio (\$000	ns L	Bidg Hdwi (\$00)	er-  -  -	Dru (\$00	gs
Wells. Williams. Williston		34	,748 ,039 ,582	.0064 .0171 .0118	4,1		.004	0	82 90 120		1	96 97 34	2,200 6,087 4,644	696 2,796 1,263	870 3,231 2,533	297 1,542 1,141	1,8		2,3 8,5 6,6	28	2,9	791 902 762	5,	577 039 449		93
Total Above Cities			,824	.1963		+	.139	-	110	-	-	08	62,887	25,688	48,765	26,288	21,1	-	96,2	-	26,7		50,	-	12	,08
State Total			,895	.3766	4,4	32	.327	2	88		1	87	128,682	58,626	74,884	32,922	26,7	778	159,8	82	57,1	140	150.	424		,48
METRO. AREAS					R	ET.	AIL	SA	LES	-	Sh	DE	STIMA	TES, 1	957											
△Fargo △Grand Forks- East Grand Forks	207		.684	.0543			.043		109			36	16,456 20,619	6,943 9,647	12,922	7,344	4,	571	25,5 22,1		6,	722		080		,78
Total Above Areas		-	.201	.1125	-	262	.001	-	102	-		26	37,075	16,590	24,461	15,112	-	-	47,6	-		175		148		,00
оніо –	(Oth	her E	nst A	-	Centra	I S	tates																			
Map, page 5	82	(thous.)		1 1	NUN	BEF		OUT	LETS	3		_				(thous.)			NUN	BEF	R OF	OUT	LETS	3		
City Co	unty	Pap. (th	Total	Food	Eat. & Drink.	Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs		City	County	Pop. (ti	Total Outlets	Food	Eat. & Drink.	Mdse.	Apparel	F-H-A	Auto.	Sta.	L-8-H	Drugs
Akron. Summ Akron. Summ Alliance Stark Ashland. Ashlan Ashtabula. Ashtat Ashtabula. Ashtat Athens. Athen Barberton Summ Bedford. Cuyah Bellaire. Belme Bellefontaine. Legan Bersea. Cuyah Bowling Green. Wood Bucyrus. Crawf Cambridge. Guerr Campbell. Maho Canton. Stark Celina. Merc Chagrin Falls. Cuyah Clincinnati. Hami Circleville. Picka Cleveland Heights. Cuyah Columbus. Frank Conneaut. Ashta Conneaut. Ashta Coshocton. Coshe Cuyahoga Falls. Summ	nd	7.2 3.5 26.3 550.3 10.1 948.1	337 220 411 213 413 156 208 194 134 55 187 200 200 133 1,555 161 00 177 10733 474 4,444 177 211	7	64 38 57 41 88 29 30 23 5 28 36 40 34 336 14 13 72 1255 29 2377 82 934 32	218 22 22 33 12 22 8 4 23 9 14 21 10 22 5 129 12 12 23 803 5 778 74 417 10 11	184 25 19 34 16 32 12 19 20 17 7 15 21 21 3 98 813 2 25 438 8 815	144 25 22 26 15 16 9 10 11 10 3 3 20 17 6 95 5 13 4 28 316 16 800 46 244 9 12	131 29 19 23 11 24 14 10 15 9 2 13 17 7 7 68 81 12 4 27 172 2 21 319 20 233 111 24 14 16 17 17 17 17 17 17 17 17 17 17 17 17 17	283 27 17 33 20 39 24 13 11 14 4 16 21 30 7 138 17 8 30 7 20 49 392 16 21	29 463 17 200	123 8 6 11 6 13 2 9 4 5 4 5 4 6 4 8 8 2 4 9 3 3 3 1 1 1 2 8 8 9 1 1 1 1 1 1 2 8 8 8 1 1 1 1 1 1 1 1 1 1	Har Hill Iron Jaci Ken Lek Lan Leb Lim Loci Loop Lor Mai Mi	niitem sboro ton cson t ton ewood a kland anen don kland anen don kland in ssfield. Riole oights ietta ietn iins iins misburg klatdetown unisburg klatdetown idetoven id	Darke Butler Highland Lawrence Jackson Portage Hardin Cuyahoga Fairfield Hardin Hamilton Hocking Maren Lorain Lorain Lorain Lorain Lorain Cuyahoga Washington Marien Belmont Stark Wedina Montgomer Butler Knox Henry Tuscarawas	. 69.2 . 5.5 . 17.7 . 7.5 . 14.6 9.7 . 69.2 . 30.1 . 5.7 . 55.7 . 6.1 . 6.0 . 5.7 . 58.4 . 50.8 . 28.9 . 17.2 . 37.3 . 13.4 . 30.5 . 30.5 . 40.5 . 50.8 . 50.8	204 811 158 255 165 167 164 508 377 124 736 111 135 126 696 740 144 305 482 180 448 448 443 444 434 254 114 434	37 199 34 51 29 33 27 114 66 15 136 23 20 164 157 36 59 95 59 108 26 29 93	147 21 20 21 147 153 19 46 85 28 81 19	21 52 15 15 15 6 14 52 28 9 69 7 10 17 44 52 14 18 50 7 29 12 7 28 16 17 18 18 18 18 18 18 18 18 18 18 18 18 18	17 58 13 22 14 12 28 32 10 49 20 9 85 53 8 23 37 13 41 11 12 37	17 45 7 9 9 8 9 25 41 7 52 6 6 8 39 55 11 22 25 10 34 9 7 26 11 22 25 10 25 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 26 10 10 10 10 10 10 10 10 10 10 10 10 10	19 47 11 21 20 16 18 22 30 14 44 4 17 17 28 36 1 25 32 12 22 12 22 12 12 12 16 16 17 17 17 17 17 17 17 17 17 17 17 17 17	21 72 15 26 20 17 21 60 42 17 59 2 13 30 53 69 23 37 35 17 43 16 15 40 22 19 22 19 23 23 23 24 24 24 25 26 26 26 26 27 27 27 27 27 27 27 27 27 27 27 27 27	12 53 14 18 12 7 18 29 9 9 44 6 12 10 34 39 8 23 33 11 19 13 4 13	3 2 2 1
Dayton. Monty Deflance. Defla Delaware. Delav Dover. Tusca East Cleveland. Cuyal East Liverpool. Colun Elyria. Lorai Euclid. Cuyal Fairborn. Gree Fairview Park. Cuyal Findlay. Hanc Fostoria. Senee Fremont. Sandi Gallipolis. Gallii Garfield Heights. Cuyal	gomery, nce vare rawas noga nbiana ncoga ne noga ncoga nc	292.0 13.7 13.8 10.8 41.0 26.4 37.1 63.6 15.3 14.8 28.4 16.2	2,87/ 211 177 109 300 344 422 33 233 111 36 100 2 200 2 321 16 100	9 646 0 30 7 24 4 29 7 63 3 90 2 70 8 41 5 19 3 20 7 88 4 28 9 59 7 23 7 39	617 32 31 29 45 59 75 44 16 11 62 32 51 27 23		-			282 30 21 19 40 24 38 26 10 8 32 22 24 10	117 15 15 10 16 21 33 12 6 8 31 20 27 21 14		Nev Nill Nor Nor Pai Par Por Rav Res Roc Sala San Sha	vark  walk  walk  walk  weed  ma  ua  t Clinton  tsmouth  tenna  dling  ky River  pm  dusky  ker  leights  lby  ney		39.1 18.5 11.3 40.2 17.0 67.8 20.3 6.6 42.9 10.1 15.9 10.1 15.9 13.8 33.1 35.8 9.5	498 221 68 409 229 241 268 130 528 203 134	98 55 16 102 40 54 40 27 132 59 23  34 84 28 21 44 17	92 35 11 81 25 36 46 24 105 27 34 2 31 107	45 13 4 38 21 25 28 8 28 9 14 21 28 18 14 13 30	39 13 3 27 25 5 5 20 12 42 12 6 6	25 8 3 36 12 24 37 10 41 13 9	31 22 7 16 23 8 17 11 35 20 9 21 26 8 7 14	45 24 6 23 25 37 22 7 43 17 14 ° 24 31 18 13 11 18	32 11 7 19 16 16 18 10 26 6 6 6 17 16 16	1

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.

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Without coverage by Ohio's non-metropolitan newspapers your sales quota in our state could be tough to reach! Ohio deserves special study, for unlike other states one large city does not dominate our commonwealth. Ohio has eight large cities . . . but with only 43% of the state's population. Ohio's

non-metropolitan newspapers blanket the balance of Ohio. Coverages up to 95% are common. Yes, you're overlooking \$4,500,000,000 purchasing power unless you include key daily newspapers such as the OHIO SELECT LIST.

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ASK THE OHIO SELECT LIST MAN TO GIVE
YOU FACTS THAT SPELL PROFIT!

NUMBER OF OUTLETS



OHIO SELECT LIST

Newspapers-

NUMBER OF OUTLETS

REPRESENTED BY

JOHN W. CULLEN CO.

3121 EUCLID AVENUE . CLEVELAND, OHIO NEW YORK . CHICAGO . CINCINNATI

City	Count	ty	Pop. (tho	Total Outlets	Food	Eat. & Drink.	Mdse.	F-H-A	Auto.	Sta. L-8-H	Drugs		City	С	ounty	Pop. (the	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	P-M-A	Auto.	Sta.	L-8-H	Drugs
Springfield ( Steubenville I Tiffin S Tolede L Trey M University Heights C Urbana C Van Wert W Warren I	Jeffersor Seneca Wiami Guyahog Champai Van Wer	a ign	87.0 38.5 21.3 335.5 13.6 15.8 10.4 11.2 58.5	965 509 273 3,558 174 59 175 193 731	225 142 51 712 32 9 36 35 138	106 44 879 19 4 22 26	84 61 27 42 21 27 266 274 14 15 13 9 4 12 14 13 53 62	23 225 8 4 13	31 27 137 3 18 9 19	96 49 90 22 24 22 23 146 17 16 9 3 13 12 31 15 87 32	13 6 137 5	Wi Wi Wi Xe Yo	nitehall illoughb ilmingte ooster nia ungstov	Faye Fran y Lake on Clint Wa Gree vn Mah	klin  ton  yne  onling	22. 12. 8. 15. 15.	0 57 9 184 5 147 3 255 3 196 7 1,89	7 13 4 42 7 25 2 44 8 42 3 474	9 31 16 45 27 411	9 4 10 9 24 13 121 43	6 14 14 16 16	11 2 8 11 15 14 136 32	14 2 14 11 18 19 85 33	22 11 14 19 33 12 172 64	12 1 19 16 13 15 79 34	7 1
		Me-	(	SM		PULAT	TION ES, 1/1/	58	_		FECTIVI YING II		_ (	SM) ES	TIMAT	ES, 19			estim	ates b		ES	MAN			
COUNTIES	S	tro- poli- tan Area	Total (thou- sands)	U.5	To I	House- holds (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urbai Pop. (thou sands	D	Net ollars 000)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2 % Halds.	%	\$2,500 % Haids.	%	\$4,00	0-6,999 % s. Inc.	9 \$7,	000-	9,999 % Inc.	1 %	000&	%
AdamsAllenALimaAshland		79	21. 103. 55 36. 16	.1 .0 .7 .0	0126 0599 0324 0214 0093	6.6 31.6 17.8 11.8 5.4	35.4 20.7 12.7		.1	23,330 84,370 09,191 62,694 32,112	.0618 .0366 .0210	1,788	6,239 <b>5,452</b>	3,274 5,196 5,257 4,916 5,240	41.8 15.0 13.3 18.6 15.7	18.6 4.0 3.4 5.4 4.2	27.7 18.6 17.2 21.4 19.4	27.0 10.8 9.7 13.4 11.1	25.2 48.0 47.4 42.6 44.0	43.5 43.4 43.5	14 15 12	.6	10.3 20.7 21.7 19.1 20.7	1. 6. 6. 5.	5 2	4.2 21.0 21.8 18.6 22.5
Ashtabula			92 25 11 47 15 34	.9 .0 .0 .0 .2 .1 .3 .0	9538 0151 0064 0274 0089 0202	28.5 8.0 3.6 12.7 4.3	9.3 4.0 17.7 9.1	20	.3	59,728 52,663 20,516 63,228 32,070 53,138	.0177 .0068 .0212 .0108		6,583 5,699 <b>4,978</b> 7,458	5,093 5,605 5,116 3,563 3,520 4,774	17.2 10.0 15.4 35.4 33.6 19.4	4.8 2.4 4.2 13.2 10.7 5.8	18.5 15.7 16.8 22.8 12.2 22.4	11.2 8.3 10.0 18.5 8.4 14.7	44.8 48.8 48.0 31.6 37.9 43.3	42.0 46.9 41.9 42.9	18 15 7 11	.1 .5 .4	21.5 23.6 22.4 15.1 19.6 17.7	5. 7. 4. 2. 4.	.4 2 .7 1 .7 1 .9 1	18.2 23.7 16.5 11.3 18.4
Belmont	y~	160	25 12 13 23 179 69 43	.8 .4 .6 .4 .6 .7 .4 .1 .2 .6	0510 0150 0072 0078 0137 1043 0402 0253	26.1 8.6 3.8 4.2 7.1 51 1 20.9	4.3 4.6 7.7 62.9	113	7 3	25,515 40,904 18,428 21,870 26 938 38 802 25,951 90,928	.0135 .0062 .0073 .0090 .1130	1,562 1,486 1,633 1,137 1,877	4,772 5,038 4,849 5,209 3,690 6,540 6,026 6,994	4,197 4,672 3,475 5,348 5,429	20.0 20.1 39.1 14.1 15.4 10.8	7.6 6.7 6.1 16.5 3.5 4.0 2.5	24.9 26.4 21.9 26.8 15.0 17.4 13.2	17.9 19.2 14.4 24.6 8.1 9.8 6.4	39.0 42.7 42.6 27.6 46.6 45.1 47.5	50.6 45.8 41.3 41.3	8 8 11 3 5 16 5 15	.7 .4 .0 .8 .3	16.4 15.6 18.5 11.4 22.4 21.3 23.6	2. 4. 1. 7. 6.	.0 1 .5 .5 2	7.9 15.2 6.2 24.7 23.4
Carroll	L	144	29 29 10 128 87	.7 .6 .7 .6 .0 .6	0117 0173 0060 0748 0506	5.4 9.1 3.1 39.1 26.1	9.8 3.6 44.8 31.8	94	.2 1	27,548 45,390 17,664 27,328 69,319	.0152 .0059 .0796	1,528 1,698 1,844 1,946	6,070 6,294	4,580 4,781 5,325 5,310	22.9 23.5 19.0 14.5 13.2	7.5 7.4 5.4 3.8 3.4	25.1 24.1 21.8 17.9 17.1	17.9 16.3 13.6 10.1 9.5	39.7 38.8 42.8 45.5 46.6	43.1 43.4 42.1 42.1	1 9 4 10 1 15 3 16	.7	16.0 15.5 16.4 22.0 22.5	4. 5. 6.	.7 2	17.7 21.2 22.0 22.3
Clinton Wilmington.			59 30 8	.1 .	9347 9175 9050	17.5 9.5 2.6	10.8	8	.5	82,058 48,928 16,269	.0157	1,559	4,771 5,101 5,810	4,473 4,333 4,490	25.7 25.9 21.3	8.3 8.3 6.3	23.0 23.4 21.0	16.2 16.3 13.3	37.6 36.7 40.1		7 8	.8	16.8 16.8 19.9	4.		15.1 16.9 18.7

We wouldn't say "some folks get a bigger HALF than others" but you should know families in Cleveland's SUBURBIA have

## 22% MORE EFFECTIVE BUYING INCOME

In the past five years, 88% of the new homes in the Greater Cleveland Market have been built in SUBURBIA. These new-home-owning families represent your greatest potential for all kinds of consumer goods.

Sales success in this all-important, fastest growing, able-to-buy segment of the Cleveland Market is assured when you use the newspaper most read by these families themselves.





#### The Cleveland Press

A SCRIPPS-HOWARD NEWSPAPER

General Advertising Department, 230 Park Avenue, New York City Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Dallas

01110		0		PULAT		58	EFI BU	FECTIVI	E NCOME	_ (	SM E	STIMA	TES, 1	957		e "SM e estim					
OHIO	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ceme B	ireakdo	wn of H	louseho	ilds		
(centinued)	Area	(thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsid.	Per G. S. U.	\$0-2 % Hsids.	%	\$2,500 % Halds.	% Inc.	\$4,000 % Halds.	%	\$7,000 % Helds	% Inc.	\$10,000 % Halda	%
Columbiana		108.2	.0629	32.7	35.1	66.7	174,903	.0587	1,616	5,349	4,980	17.5	5.0	21.7	13.7	44.1	45.2	11.9	18.4	4.8	17.7
East Liverpool		26.4	.0153	8.1	9.3		47,088	.0158	1.784	5.813	5,040	12.6	3.5	21.2	12.6	48.3	47.1	12.8	18.9	5.1	17.9
Salem		13.8	.0080	4.4	4.7		26,263	.0088	1,903	5,969	5,571	16.0	4.1	18.1	10.1	44.4	40.6	14.1	19.5	7.4	25.7
Cashactan	4	34.2	.0199	10.7	11.8	13.9	54,679	.0183	1,599	5,110	4,633	22.0	6.8	23.8	15.8	39.4	43.0	10.4	17.2	4.4	17.2
Coshocton		13.9	.0081	4.6	5.3		26,315	.0088	1,893	5,721	4,959	18.2	5.1	21.7	13.1	41.4	41.1	12.9	19.4	5.8	21.3
Crawford		44.1	.0257	13.9	15.3	27.9	73,445	.0246	1,665	5,284	4,774	18.1	5.4	21.8	14.0	44.2	48.8	11.9	18.0	4.0	15.0
Bucyrus		11.4	.0066	3.5	4.4		20,263	.0068	1,777	5,789	4,592	16.4	4.8	19.2	12.0	47.3	48.7	13.1	20.4	4.0	14.1
Galion		11.1	.0065	3.6	4.3		21,964	.0073	1,979	6,101	5,067	12.9	3.4	18.9	10.9	47.9	45.4	14.7	21.1	5.6	19.2
Cuyahoga	30	1,597.8	.9289	481.8	574.6	1,558.8	3,676,505	1.2327	2,301	7,631	6,398	10.0	2.1	12.6	5.8	45.2	33.9	20.3	23.0	11.9	35.2
▲Cleveland		948.1	.5512	284.3	349.6		1,991,908	.6679	2,101	7,006	5,698	10.0	2.3	14.3	7.3	48.4	40.2	18.8	23.7	8.5	26.5
Lakewood		69.2	.0403	22.4	26.8		207,485	.0696	2,998	9,263	7,714	8.3	1.5	9.3	3.5	38.3	23.8	25.6	24.1	18.5	47.1
Cleveland Heighta.		62.3	.0362	19.1	22.5		210,783	.0706	3,383	11,036	9,357	8.3	1.2	8.2	2.6	30.6	15.6	25.2	19.4	27.7	61.2
East Cleveland		41.0	.0238	13.8	16.4		108,172	.0363	2,638	7,839	6,566	9.2	1.9	11.7	5.3	44.5	33.0	22.8	25.6	11.8	34.2
Shaker Heights		35.8	.0208	11.1	13.6		158,570	.0532	4,429	14,286	11,634	7.9	.9	7.5	1.8	23.8	9.3	20.3	12.1	40.5	75.9
Euclid		63.6	.0370	17.9	19.8		145,398	.0487		8,123	7,331	8.3	1.6	10.1	4.2	43.4	30.0	24.1	25.2	14.1	39.0
Bedford		13.3	.0078	3.8	4.1		26,937	.0091	2,025	7,089	6,492	10.0	2.2	12.5	6.0	46.5	36.2	20.6	24.3	10.4	31.3
Rocky River		15.9	.0092	5.0	5.5		53,366	.0178	3,356	10,673	9,621	9.0	1.3	9.4	2.9	31.7	16.4	23.1	18.1	26.8	61.3
Parma		67.8	.0394	18.4	20.8		145,084	.0487	2,140	7,885	6,965	9.1	1.8	11.1	4.9	43.8	31.3	23.0	24.9	13.0	37.1
Garfield Heights		34.4	.0200	9.2	10.2		70,606	.0237	2,053	7,675	6,902	9.1	1.9	11.1	4.9	44.4	32.5	23.2	25.7	12.2	35.0
Herea		16.8	.0098	4.3	6.1		36,849	.0123			6,006	9.0	1.8	7.1	3.1	48.1	34.6	23.0	24.9	12.8	35.6
Maple Heights		26.9	.0156	7.0	7.4		50,943	.0171	1,894	7,278	6,801	8.8	1.9	11.3	5.3	46.8	35.5	22.4	25.7	10.7	31.6
South Euclid		26.8	.0156	7.7	8.9		70,871	.0238	2,644	9,204	7,932	8.6	1.5	9.0	3.4	37.7	23.2	25.8	24.1	18.9	47.8
University Heights.		15.8	.0092	4.1	5.4		56,050	.0188	3,547	13,671	10,349	6.7	.8	5.7	1.5	23.2	9.7	27.3	17.3	37.1	70.7
Chagrin Falls		3.5	.0020	1.0	1.2		9,034	.0030			7,030	9.2	1.7	11.8	4.8	41.8	27.5	20.0	19.9	17.2	46.1
Fairview Park		14.5	.0085	4.3	4.6		37,013	.0124	2,558	8,608	7,970	8.8	1.6	9.1	3.6	39.9	25.5	25.0	24.2	17.2	45.1
Darks		45.0	.0262	13.7	14.1	9.5	64,759	.0217	1,439	4,727	4,586	23.5	7.5	23.8	16.6	38.2	44.6	10.0	17.2	3.5	14.1
Greenville		9.5	.0055	3.0	3.4		17,209	.0058		5,736	4,922	18.2	5.1	20.7	12.6	42.8	42.5	12.6	18.9	5.7	20.9
Deffance		29.1	.0169	8.7	9.8	15.8	48,798	.0164	1,677		4,952	17.9	5.0	21.7	13.4	43.4	43.5	11.4	17.3	5.6	20.8
Defiance		13.7	.0079	4.1	4.9		25,658	.0086			5,186	14.8	3.8	18.8	10.6	46.1	42.5	13.1	18.3	7.2	24.8
Delaware		33.3	.0194	9.4	12.6	13.8	55,510	.,0186	0.80000	5,905	4,397	23.5	6.9	20.0	12.9	39.7	41.6	11.3	17.9	5.5	20.7
Delaware		13.8	.0081	3.9	6.6		27,776	.0093	2,013	7,122	4,196	21.4	5.9	14.9	9.0	44.1	43.8	13.3	19.7	6.3	22.1

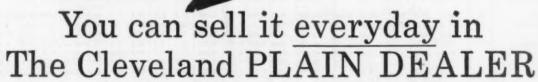
SM Standard (A) and Potential (A) Metropolitan County Areas.

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What single compact market buys MORE than the entire state of Virginia



It's The Cleveland Plain Dealer Market



The only Cleveland Newspaper that sells the city and the 26 adjacent counties

Here's how the Cleveland Market sells 41/2

billion dollars

COMMODITY	CLEVELAND UYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	\$2,336,394	\$2,030,071	\$4,366,465
Retail Food Sales	589,775	510,796	1,100,571
Retail Drug Sales	88,498	55,405	143,903
Automotive	435,242	430,796	866,038
Gas Stations	146,580	176,027	322,607
Furniture, Household Appliance	s 125,120	104,022	229,142

Akron, Canton and Youngstown's Counties are not included in above Sales.

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

MAY 10, 1958

577



No. 1 in Central Ohio. Take the Pulse rating by each quarter hour—take it by weekly average—the No. 1 figure always pops up for WBNS Radio.

Listeners? There's 1,707,400 listeners in the rich Mid-Ohio area with \$3,034,624,000.00 spendable income. For the best sales results you need the big mike on your team.

#### WBNS RADIO

Columbus, Ohio

CBS RADIO IN CENTRAL OHIO

оню		0		OPULAT STIMAT	ION ES, 1/1/	56	EF BU	FECTIV	ENCOME	_ 6	SM E	STIMA	TES, 1	957	The	e "SM" e estima	symb	SALES	rk erig MAN	inal, e AGEMI	xclu- ENT.
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			. Jac	ceme B	reakdov	en of H	louseho	ids		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	U.S.A.	Per Capita	Per Held.	Per C. S. U.	SO-2 % Helds	,490 ·	\$2,500 % Halda.	607	\$4,000 Halds.	GIT.	\$7,000 Halds.	Stat.	\$10,00 Halds	
Erie	266	62.6	.0364	19.2	20.7	38.7	111,569	.0347	1,782	5,811	5,308	15.8	4.1	17.9	10.4	45.7	43.2	14.7	21.0	6.1	21.3
△Sandusky		33.1	.0192	10.5	11.8		63,812	.0314	1,928	6,077	5,400	14.0	3.6	17.0	9.6	47.3	43.5	15.1	20.9	6.6	22.4
Fairfield		80.2	.0344	17.9	19.7	30.1	93,544	.0314	1,580	5,226	4,740	19.6	5.9	22.4	14.6	42.7	45.5	11.0	17.7	4.3	16.3
Lancaster		30.1	.0175	9.5	10.9		84,137	.0181	1,799	5,600	4,043	15.3	4.3	21.1	12.8	46.3	46.0	12.4	18.7	5.0	18.3
Fayette		24.6	.0143	7.7	8.3	13.0	38,286	.0121	1,475	4,712	4,371	26.1	8.6	24.8	17.7	37.3	43.7	8.3	14.7	3.7	15.3
Court House		13.0	.0076	3.9	4.7		21,575	.0073	1,660	5,532	4,501	20.7	6.2	22.8	14.8	42.0	44.8	9.8	15.9	4.7	18.3
Franklin	33	645.3	.3752	191.7	232.9	564.8	1,389,950	,4600	2,154	7,281	5,966	10.0	2.2	14.8	7.2	46.2	36.4	18.5	22.1	10.5	32.1
▲Columbus		451.6	.2625	135.4	168.0		971,473	.3257		7,175	5,780	10.0	2.3	14.8	7.4	46.9	37.9	18.6	22.7	9.7	29.7
Bexley		14.6	.0085	4.1	5.6		52,317	.0178	3,583	12,760	9,209	7.7	1.0	5.9	1.7	28.7	13.1	23.8	16.4	33.9	67.8
Whitehall		22.0	.0128	7.0	7.3		44,357	.0149	3,016	6,337	6,143	13.0	3.1	16.3	8.3	44.4	37.6	17.3	22.2	9.1	28.8
Fulton		28.8	.0167	8.5	8.8	4.1	43,782	.0147	1,519	5,147	4,946	20.9	8.2	22.1	14.1	40.4	42.4	11.7	18.6	4.9	18.7
Gallia		26.9	.0157	7.1	7.7	8.0	26,786	.0090	996	3,773	3,473	40.1	16.8	26.4	24.1	26.7	39.7	4.9	11.0	1.9	8.4
Gallipolis		8.0	.0047	1.9	2.1		8,360	.0028	1,045	4,400	3,817	34.9	12.9	25.1	20.1	30.7	40.5	6.1	12.2	3.2	14.3
Geauga		35.6	.0207	9.6	11.1		63,196	.0212	1,778	6,583	5,670	16.9	3.8	15.4	8.1	43.3	37.1	18.2	21.0	9.2	30.0
Greene		76.4	.0444	21.9	28.8	42.9	151,007	.0506	1,977	6,895	5,243	13.0	3.2	14.0	7.4	46.8	40.5	18.5	24.3	7.7	24.6
Xenia		15.3	.0089	4.7	5.8		29,129	.0098	1,904	6,198	4,989	16.0	4.3	16.5	9.5	46.1	43.6	15.4	22.1	6.0	20.5
Fairborn		15.3	.0089	5.0	5.6		35,240	.0118	2,303	7,048	6,213	10.0	2.2	11.3	5.4	46.7	36.9	22.7	27.1	9.3	28.4
Guernsey		39.2	.0220	11.0	13.0	15.2	50,356	.0189	1,285	4,341	3,872	30.2	11.1	26.3	21.2	34.4	48.0	6.8	13.5	2.3	19.2
Cambridge		15.2	.0088	5.1	5.6		24,009	.0080	1,580	4,708	4,231	25.2	8.5	25.2	18.4	38.1	45.6	8.5	15.3	3.0	12.2

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Permission to reproduce this Survey of Buying Power data in printed form, in whole or in part, may be granted only through written request to SALES MANAGEMENT, INC.



The success of our advertisers determines the success of The Columbus Dispatch! Working in this direction a new Dispatch research and conference center has been established as the focal point for many advertising services. We're constantly looking for ways and means to assure you plus sales from Dispatch advertising.

Ideal Test Market

Columbus is an often used test market-first in the midwest, third in the nation. With one of the highest per capita incomes in the nation, Columbus has become a favorite with advertisers and agencies for test purposes.

Many national brands. which are now household names in America, were first introduced in Columbus, Ohio, through the columns of The Dispatch.

We're experienced and interested, in the introduction of new products. Let's talk over your test market plans.

We'll be happy to talk over your specific sales problems in the great metropolitan market of Columbus. Our community is one of the fastest growing in America-with effective buying income nearly 11/2 billion dollars annually. Population is a whopping 644.822—and still growing!

#### THESE EXTRA SERVICES

- CONSUMER ANALYSIS
- PRINT MEDIA DATA BOOK
- MARKET DATA MAP
- TEST MARKET FOLDER
- GROCERY ROUTE BOOK
- DRUG ROUTE BOOK
- LIQUOR ROUTE BOOK
- LIQUOR SALES REPORT
- BEER & WINE ROUTE BOOK
- ECONOMIC MAP
- BULLETINS
- LETTERS
- REPRINTS
- SALES MEETINGS
- STORE DISTRIBUTION CHECKS

#### The Columbus Dispatch

Read in more than 4 out of 5 Columbus homes daily . . . 9 out of 10 Sunday

Represented by: O'MARA & ORMSBEE, INC. New York, Chicago, Detroit, San Francisco, Los Angeles

#### IN 1957

#### The Cincinnati POST leads the BIG evening field

• leads in TOTAL CIRCULATION

for the 7th consecutive year

• leads in EXCLUSIVE READERS'

for the 16th consecutive year

• leads in CITY & RETAIL TRADING ZONE CIRCULATION

for the 6th consecutive year

- leads in TOTAL ADVERTISING
  - for the 5th consecutive year
- leads in RETAIL ADVERTISING LINAGE for the 3rd consecutive year
- leads in GENERAL ADVERTISING LINAGE for the 2nd consecutive year
- leads in AUTOMOTIVE DISPLAY LINAGE for the 2nd consecutive year
- leads in TOTAL DISPLAY LINAGE for the 3rd consecutive year
- leads in CLASSIFIED ADVERTISING for the 35th consecutive year

AUTHORITY: ABC PUBLISHER'S STATEMENTS, 9/30/57 MEDIA RECORD

- leads in DEPARTMENT STORE ADVERTISING for the 3rd consecutive year
- leads in GENERAL LIQUOR LINAGE for the 3rd consecutive year
- leads in GENERAL GROCERY LINAGE for the 4th consecutive year
- leads in TOTAL ALCOHOLIC BEVERAGE LINAGE for the 5th consecutive year
- leads in R.O.P. COLOR LINAGE for the 4th consecutive year



#### THE CINCINNATI POST

ROBERT K. CHANDLER, Manager, General Advertising Department

REPRESENTED BY THE GENERAL ADVERTISING DEPARTMENT, SCRIPPS-HOWARD NEWSPAPERS

оню		0	M P	OPULAT STIMAT	ION ES, 1/1/	58	EF BU	FECTIV	E NCOME	- 0	SM) ES	AMIT	TES, 1	957	Th	e "SM" e estima	symitates by	SALES	rk orig	ginal, es	xclu- ENT.
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			inc	ome B	reakdev	vn of H	lousobe	ida		
(continued)	tan Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- aanda)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2 % Halds.	2,499 % . Inc.	\$2,500 % Hslds.	%	\$4,000 % Halds.	%	\$7,000 % Halds.	%	\$10,000 % Halds.	%
Hamilton	29	838.0	.4872	286.7	309.0	782.2	1,686,050	.5853	2.012	6.322	5.456	16.1	4.1	17.7	9.6	43.3	38.7	14.7	19.8	8.2	27.8
▲Cincinnati	-	550.3		179.0		-	1,130,518	.3791		6.316	5,326	16.9	4.3	18.2	10.1	42.7	38.6	14.1	19.3	8.1	27.7
Norwood		40.2	.0233	13.3	15.1		84,071	.0282		100000	5.543	10.7	2.7	16.1	8.8	50.0	44.3	16.4	23.0	1	22.2
Reading		10.1	.0059	2.9	3.2		18,466	.0062	-		5.668	11.6	2.8	15.9	8.6	49.1	42.9	15.9	21.0	1	24.7
Lockland		6.1	.0035	1.7	2.2		12,981	.0043			5.790	9.6	2.2	13.1	6.5	47.8	38.5	20.8	25.4		27.4
Hancock		81.1	.0297	16.6	17.3	30.7	85,797	.0288		5,168	4,940	21.2	6.2	21.5	13.9	40.8	42.8	11.8	18.2	1	18.9
Findlay		28.4	.0166	8.7	10.4	-	53,095	.0178		6,103	5,066	16.2	4.3	18.3	10.6	45.4	43.0	13.6	19.5	6.5	22.6
1Fostoria							3411							-		1				-	
Hardin		30.9	.0180	9.4	10.9	13.7	44,205	.0148	1,431	4,703	4,037	26.7	9.3	26.8	19.5	36.9	45.5	7.8	14.5	2.8	11.2
Kenton		9.7	.0056	3.1	3.6		15,207	.0051	1,568	4,905	4,223	24.5	8.1	24.8	17.9	38.7	45.5	8.7	15.5	3.3	13.0
Harrison		19.5	.0113	5.8	6.3	3.1	28,351	.0095	1,454	4,888	4,437	22.7	7.3	24.8	17.4	38.8	44.3	10.3	17.7	3.4	13.3
Henry		23.0	.0134	7.0	7.2	8.0	35,814	.0120	1,587	5,118	4,913	19.3	5.7	24.3	15.7	41.2	43.8	10.4	16.6	4.8	18.4
Napoleon		6.0	.0035	1.9	2.1		11,658	.0039	1,943	6,136	5,314	13.7	3.5	20.4	11.5	46.1	42.4	12.6	17.6	7.2	25.0
Highland		30.6	.0178	9.5	10.2	10.9	38,539	.0129	1,250	4.057	3,746	34.2	13.2	26.9	22.7	30.6	42.1	6.2	12,9	2.1	9.1
Hillsboro		5.5	.0032	1.8	2.1		8,805	.0030	1,601	4,892	4,026	29.7	10.1	23.2	17.4	35.5	43.1	8.1	14.8	3.5	14.6
Hocking		23.9	.0139	6.8	7.6	6.0	29,776	.0100	1,246	4,379	3,881	29.1	10.7	28.5	21.3	35.0	45.8	7.3	14.3	2.1	8.1
Logan		6.0	.0035	2.2	2.2		9,778	.0032	1,630	4,445	4,369	26.1	8.9	24.3	17.7	37.7	45.4	9.0	16.5	2.9	11.5
Holmes		20.1	.0117	5.4	5.8		23,580	.0079	1,173	4,367	4,208	29.7	10.4	25.7	19.5	33.0	40.9	8.4	15.7	3.2	13.5
Huron		44.6	.0259	13.3	14.8	20.9	72,309	.0243	1,621	5,437	4,868	19.5	5.6	10.1	12.0	44.0	45.3	12.8	19.9	4.6	17.2
Norwalk		11.3	.0065	3.8	4.1		21,167	.0071	1,873	5,570	5,156	21.0	5.8	18.1	11.0	41.2	40.6	13.6	20.3	6.1	22.3
Jackson		32.4	.0188	9.0	10.2	14.3	4-9-		1,196		3,787	31.7	11.9	25.6	20.9	34.5	46.1	6.0	12.1	2.2	9.0
Jackson		7.5	.0044	2.5	2.5		10,776	.0037	1,437	4,310	4,195	28.3	9.9	24.4	18.7	37.4	46.7	7.3	13.8	2.6	10.9

1 Fostoria is in Hancock and Seneca counties, SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 13.

© SM, 1958.

Per Capita and Per Family Sales, for all retail and nine store groups, for every state and region—Page 177

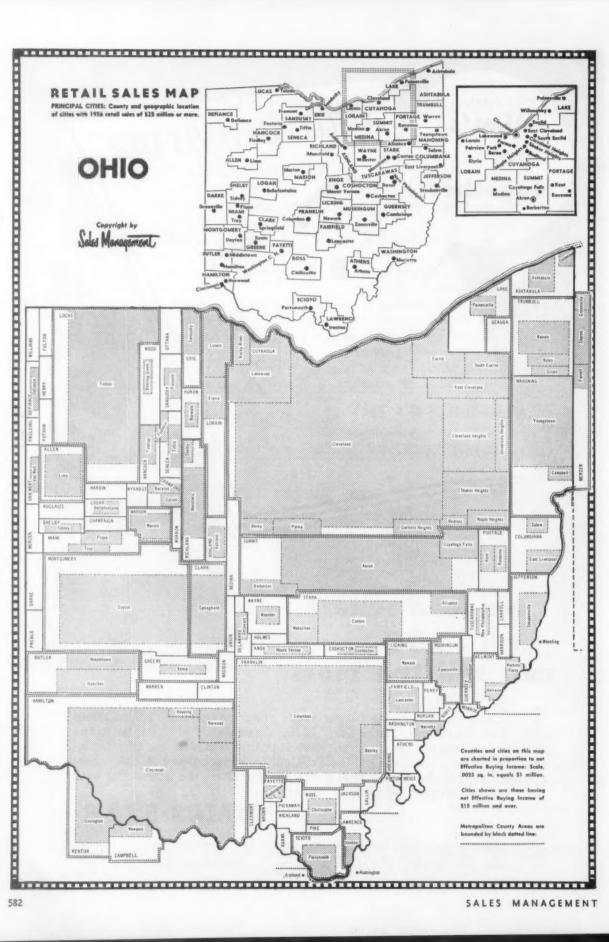


In Cincinnati the swing is to the paper that makes the cash register ring, The Cincinnati Times-Star. It has raced ahead of the Post to the number one evening position in vital Hamilton County... the important City Zone... and the golden Tri-County Metropolitan Area—where strength counts the most! That's why in Cincinnati, the newspaper with the greatest number of display ads is the...

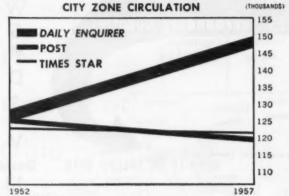
TIMES-STAR

Get the latest Cincinnati facts. Call Mike Burnes, General Advertising Manager, The Cincinnati Times-Star, Cincinnati, Ohio O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, Los Angeles, San Francisco McAskill & Herman & Daley, Miami Beach.

A. B. C. 9/30/57



#### Look HOW MUCH things have changed



#### The Solid No. 1 in Solid Cincinnati is the Cincinnati Daily Enquirer

in CINCINNATI!

Solid No. 1 in CITY ZONE Circulation.

THE TREND charted here-UP for The Enquirer, down for the other two newspapers-is typical of the Cincinnati newspaper situation in ALL OTHER CLASSES of circulation and of major categories of advertising linage.

#### Solid No. 1 in RETAIL TRADING ZONE Circulation and in TOTAL Circulation.

And in total circulation the Daily Enquirer with 205,461 leads the next-highest newspaper by a whopping 51,743 families.

#### Solid No. 1 with Cincinnati women.

The most recent Cincinnati Newspaper Profiles Study reports that more Cincinnati women prefer The Enquirer than the other two daily papers and more of them read it more thoroughly (Enquirer - 41%, Times-Star - 31%, Post - 28%).

#### Solid No. 1 in Total Department Store Linage.

More solid proof of the Enquirer's popularity with women and impact on day-to-day sales:

**Daily Enquirer** 3,484,502

Times-Star 2,884,740 Solid No. 1 with Local Merchants Placing Women's Clothing Advertising.

> Another reflection of the growing popularitywith-women trend:

**Daily Enquirer** Post Times-Star 1,359,351 85,077 155,867

#### Solid No. 1 in THE FOLLOWING MAJOR LINAGE CLASSIFICATIONS.

	Daily Enquirer	Post	Times- Star
General Display	2,904,724	2,452,307	2,328,298
Retail Display	10,429,889	7,940,926	7,826,634
Automotive	1,668,482	1,556,878	1,278,609
Financial	404,815	215,489	246,259
Total Display	15,407,910	12,165,600	11,679,800
Classified	8,689,852	4,690,250	3,548,462
Total Advertising	24,166,925	16,893,980	15,355,960

Solid No. 1 in Value.

Lowest milline rate of all three dailies.

#### Solid No. 1 in Merchandising Cooperation.

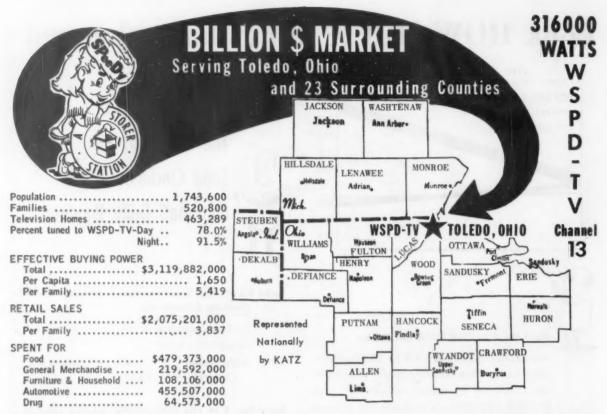
Offering alert, creative, aggressive merchandising at the local level.

... AND the SUNDAY Enquirer continues its exclusive blanket coverage of the Cincinnati area . . . reaching 4 out of every 5 families in the nation's 17th largest metropolitan area.

Source: A.B.C. Publishers' Statements, September 30, 1957, and Media Records, year, 1957.

Solid Cincinnati reads
(and advertisers are flocking solidly to) The Cincinnati Enquirer

REPRESENTED BY MOLONEY, REGAN AND SCHMITT, INC.



#### WSPD Television . . . 136 Huron Street · TOLEDO, OHIO

оню				PULAT		58		FECTIVI		_ 6	ES ES	STIMAT	ES, 1	957	The	"SM"		ols ma SALES			
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ame B	reakdow	on of H	ousehs	ids		
(continued)	tan Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Deliara (000)	w.s.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2, % Haida.	%	\$2,500 % Halds,	%	\$4,000 % Halda.	%	\$7,000 % Haida.	%	\$10,000 % Halda.	%
Jefferson	160	99.6	.0580	28.3	32.4	51.2	175,332	.0587	1,780	6,195	5,408	12.5	3.2	17.4	9.6	48.5	44.0	14.9	20.5	6.7	22.7
▲Steubenville		38.5	.0224	11.2	13.9		79,393	.0266	2,062	7,089	5,701	10.0	2.3	14.3	7.4	49.6	41.0	17.2	21.5	8.9	27.8
Kesax		40.1	.0233	12.3	14.2	15.2	65,491	.0220	1,833	5,324	4,606	20.0	6.0	21.5	14.1	43.2	46.4	11.2	18.1	4.1	15.4
Mount Vernon		15.2	.0088	5.1	6.1		30,221	.0101	1,988	5,926	4,898	15.2	4.2	18.9	11.4	47.4	46.4	13.3	19.7	5.2	18.3
Lake	30	121.9	.0708	36.0	39.8	52.9	244,488	.0820	2,008	6,791	8,141	10.0	2.3	11.7	5.9	50.0	40.9	19.8	24.5	8.5	26.4
Painesville		17.0	.0099	5.0	6.2		36,884	.0124	2,170	7,377	5,935	9.9	2.2	9.6	4.7	49.8	39.9	21.7	26.2	9.0	27.0
Willoughby		12.9	.0075	3.9	4.4		28,841	.0096	2,236	7,395	6,415	9.2	2.0	10.7	5.0	48.3	37.4	21.7	25.4	10.1	30.2
Lawrence	65	53.6	.0312	15.1	16.2	22.4	09,785	.0234	1.302	4.820	4.301	25.0	8.4	24.0	17.6	38.9	45.4	9.3	16.7	2.8	10.9
Ironton		17.7	.0103	5.3	6.1		28,509	.0096	1,614	5,390	4,651	19.7	5.9	20.4	13.3	43.8	46.4	12.0	19.2	4.1	15.2
Licking	246	81.0	.0471	25.1	29.3	42.5	137,604	.0481	1,699	5,482	4,688	19.5	8.7	20.8	13.3	43.3	45.3	11.9	18.9	4.5	16.8
△Newark		39.1	.0227	12.7	14.4		70,538	.0237	1,804	5,554	4,890	17.5	8.0	20.1	12.5	44.9	45.5	12.8	19.7	4.7	17.3
Logan		34.3	.0199	10.9	12.1	11.5	51,479	.0173	1.501	4,723	4,244	25.1	8.4	24.4	17.9	39.1	46.5	8.3	14.9	3.1	12.3
Bellefontaine		11.5	.0067	3.6	4.3		19,820	.0066	1.723	5,506	4.566	18.0	5.4	21.1	13.7	45.6	48.3	11.4	18.3	3.9	14.3
Lorain	82	197.6	.1149	57.3	68.6	129.6	384,454	.1289	1,946	6,709	5,600	10.0	2.4	15.0	7.8	49.7	42.8	17.8	23.1	7.5	24.1
▲Lorain		58.4	.0340	16.3	20.9		122,900	.0412	2,104	7,540	5,857	9.3	2.1	14.0	7.0	47.0	38.2	20.8	25.6	8.9	27.1
▲Elyria		37.1	.0215	11.5	13.3		75,932	.0255	2,047	6,603	5,672	10.0	2.4	14.5	7.6	₫0.3	43.0	17.7	22.9	7.5	24.1
Lucas	150	468.4	.2724	142.8	188.2	399.1	1,059,129	.3551	2,261	7,417	6,372	10.0	2.1	12.3	5.8	45.8	35.0	20.7	23.9	11.2	33.2
▲Toledo		335.5	.1951	103.0	122.9		780,889	.2618	2,328	7,581	6,350	10.0	2.1	11.9	5.6	45.5	34.4	21.2	24.3	11.4	33.6
Madison		26.4	.0153	7.1	7.8	5.7	39,021	.0131	1,478	5,496	4,963	23.4	6.7	23.0	14.3	35.2	35.6	11.6	17.8	6.8	25.6
London		5.7	.0033	1.7	1.9		9,678	.0032	1,698	5,693	5.078	20.8	5.8	23.4	14.1	37.1	36.4	11.5	17.0	7.2	26.7

#### MONTHLY HIGH-SPOT CITIES SALES FORECAST

of next month's retail sales volume in more than 200 U. S. and Canadian cities. In every first issue of the month SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between the current Survey and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.

For the fourth consecutive year, the Toledo Blade tops all other Ohio newspapers in grocery linage



# LSt in Ohio in total grocery linage

(3,880,435 LINES)

the nation in total grocery linage

Source: Media Records, 1957

TOLEDO BLADE Daily and Sunday · TOLEDO TIMES Morning

REPRESENTED BY MOLONEY, REGAN & SCHMITT, INC

MAY 10, 1958

585

#### MARION IS OHIO'S NEWEST METROPOLITAN MARKET!

and here's the ONLY way to sell this \$91,500,000 market!

Add another "must" to your list of key Ohio markets! Busy, diversified Marion is Ohio's newest metropolitan market. Marion gives you a healthy, wealthy balance of industry and agriculture.

And The Marion Star, the home-town newspaper that Marion people read, believe and use as their buying guide, is the only way to sell Marion!

97% City Zone Coverage • 94.6% County Coverage • 22,461 Circulation

#### HE MARION STAR

MARION OHIO

OUIO		0	W P	PULAT	ION ES, 1/1/	88	EF BU	FECTIVING II	E NCOME	- (	THE	STIMA	TE8, 1	957		e "SM e estim					
COUNTIES	Me- tro- poli-	Tatal	67	House-	Cen- sumer	Urban	Biot	01			Income			In	come B	reakdo	wn of h	louseho	olds		
(continued)	Area	Total (thou- sands)	0f U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Not Dollars (800)	0f U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2 % Halds.	607	\$2,500 % Haids.	0-3,999 % . Inc.	\$4,000 % Haids	%. Inc.	\$7,000 % Haids	9-9,999 % . Inc.	\$10,00 % Halds	9%
Mahoning	168-	288.9	.1680	81.1	95.3	239.8	564,410	.1892	1,954	6,959	5,919	10.0	2.3	15.1	7.8	47.7	39.2	18.2	22.6	9.0	28.3
2▲Youngstown		181.7	.1057	50.5	61.6		363,610	.1220	2,001	7,200	5,895	10.0	2.3	14.5	7.3	47.3	38.4	18.8	23.0	9.4	29.0
Campbell		13.3	.0077	3.5	4.3		24,135	.0081	1,815	6,896	5,496	10.0	3.5	17.5	9.3	47.5	41.5	17.9	23.7	7.1	23.0
Marion,	236	58.1	.0338	17.9	19.6	39.5	96,022	.0322	1,653	5,364	4,878	18.6	5.4	21.2	13.5	43.9	45.4	11.6	18.2	4.7	17.5
△Marion		37.3	.0217	11.6	13.2		64,945	.0217	1,741	5,599	4,907	16.4	4.7	20.2	12.5	46.3	46.7	12.3	18.7	4.8	17.4
Medina		50.7	.0294	15.3	16.5	15.1	88,002	.0295	1,736	5,752	5,306	17.1	4.8	18.5	10.9	44.2	42.2	13.9	20.0	8.3	22.3
Medina		5.8	.0034	1.7	2.1		11,580	.0039	1,997	6,812	5,496	10.4	2.5	14.4	7.5	50.6	43.1	16.6	21.4	8.0	25.5
Meigs		23.3	.0136	8.9	7.4	7.2		.0095	1,213	4,096	3,775	33.9	13.0	25.8	21.5	31.4	42.8	8.8	14.0	2.1	8.7
Morcer		33.4	.0194	9.3	9.6	7.2	50,880	.0170	1,822	5,488	5,253	19.9	5.5	21.3	13.0	39.7	39.1	12.8	19.1	8.3	23.3
Celina		7.2	.0041	2.0	2.5		14,733	.0049	2,046	7,367	5,748	10.0	2.2	15.9	7.8	46.7	37.1	16.7	20.1	10.7	32.8
Mlami		89.2	.0402	21.6	23.1	37.4	120,708	.0405	1,744	5,588	5,200	15.8	4.3	19.9	12.0	45.6	44.6	13.3	19.8	5.4	19.3
Piqua		20.3	.0118	6.8	7.4		38,049	.0128	1,874	5,595	5,122	16.5	4.6	19.9	12.0	45.4	44.8	12.8	19.1	5.4	19.5
Troy		13.6	.0080	4.3	5.2		29,727	.0100	2,186	6,913	5,669	10.0	2.4	15.4	8.0	48.5	41.2	18.3	23.5	7.8	24.9
Monroe		14.6	.0085	4.3	4.7		15,319	.0051	1,049	3,563	3,239	43.4	19.5	28.5	25.9	24.9	39.8	4.0	9.7	1.2	5.1
Montgomery	37	512.9	.2982	152.1	182.4	408.7	1,096,453	.3677	2,138	7,200	6,011	10.0	2.3	13.0	6.3	47.5	38.0	19.9	24.1	9.6	29.3
▲ Dayton		292.0	.1697	87.9	112.7		661,407	.2217	2,265	7,525	5,865	10.0	3.2	12.4	6.1	47.2	37.6	20.8	25.0	9.6	29.1
Miamisburg		7.8	.0044	2.4	2.6		15,819	.0053		6,591	5,927	10.0	2.4	11.8	6.2	51.0	42.9	19.7	25.1	7.5	23.4
Morgan		12.2	.0071	3.8	4.0		14,543	.0048	0.60000		3,800	36.2	14.7	28.8	25.2	28.7	41.5	4,7	10.4	1.8	8.2
Morrow		19.2	.0112	5.8	6.1		24,405	.0082		4,358	3,994	27.8	10.0	25.4	19.9	37.1	47.8	7.8	15.1	1.0	7.4
Muskingum	280	79.4	.0462	24.1	27.0	44.7	124,014	.0416	1,562		4,584	22.6	7.0	21.0	14.6	40.4	44.2	10.9	18.1	4.2	16.1
△Zanesville		44.7	.0260	14.0	16.2		76,964	.0258	S. F. C. C.	5,497	4,736	19.0	5.5	21.3	13.5	43.2	44.9	11.9	18.8	4.6	17.3
Nebie		11.3 35.1	.0204	3.4	3.6	6.6	13,267 66,532	.0044		3,902	3,679	36.4	14.4	27.2	23.6	28.7	40.5	5.5	11.8	2.2	8.7
Port Clinton		6.6	.0038	2.4	2.4	9.0	15,395	.0052	1,895	6,277	5,881	10.6	2.8	18.4	8.8	49.1	43.3	17.1	22.8	6.8	22.5
Paulding		16.8	.0096	5.0	8.1		22,914	.0002		6,415 4,583	6,170 4,483	24.7	8.1	16.4 25.4	8.4	45.2 37.7	37.9	17.9 8.8	22.7 15.6	8.8	28.2 14.1
Perry		28.2	.0164	8.1	8.7	7.1	35,148	.0118	1,248	4,339	4.011	27.7	10.0	26.3	20.6	38.1	46.3	7.8	15.0	2.1	8.1
Pickaway		32.6	.0190	8.4	9.3	10.1	43,013	.0144	1,319		4,592	23.9	7.4	24.1	16.1	37.2	40.7	10.0	16.6	4.8	19.2
Circleville		10.1	.0059	3.2	3.4		16,553	.0056		5,173	4,770	24.0	7.2	23.4	15.4	37.1	39.5	9.9	16.0	5.6	21.9
Pike		27.1	.0157	7.4	7.7		25,059	.0084		3,386	3,242	42.3	19.2	28.6	28.3	24.6	39.7	3.6	8.9	.9	3.9
Portage		78.5	.0445	21.3	27.4	34.1	132,386	.0444	1,731	6,215	4,829	18.1	4.9	16.8	9.9	45.0	43.3	14.0	20.4	6.1	21.5
Ravenna-Kent		25.5	.0148	6.8			54,828	.0181	2,127	7,978	-										
Ravenna		10.9	.0063	3.3	4.0		30,437	.0068	1,875	6,193	5,059	10.5	2.8	18.7	10.8	51.2	48.1	14.2	20.1	5.4	18.2
Kent		14.6	.0085	3.5	7.3		33,791	.0113	2,314	9,688	4,593	11.6	2.5	9.7	4.4	45.6	34.4	20.7	23.7	12.4	35.0
Preble		31.9	.0186	9.4	10.4	6.1	50,030	.0166	1,568	5,322	4,804	19.9	5.9	21.0	13.4	43.1	45.2	11.4	18.0	4.6	17.5
Putnam		27.7	.0161	7.8	8.3	3.2	40,723	.0137	1,470	5,221	4,874	19.4	8.7	25.2	16.3	39.8	41.7	10.4	18.5	5.2	19.8
Richland	234	107.8	.0626	31.9	36.6	70.0	206,844	.0493		6,484	5,639	10.3	2.8	16.6	8.9	48.8	42.2	18.8	22.0	7.5	24.4
△Mansfield		50.8	.0298	16.3	19.6		114,547	.0384	2,255	7,037	5,820	10.0	3.3	15.1	7.7	47.6	39.2	18.3	22.7	9.0	28.1
Shelby		9.5	.0056	3.1	3.4		19,562	.0066			5,690	10.4	2.6	16.5	8.9	48.6	42.6	17.5	23.1	7.0	22.8
Ress		62.6	.0364	17.5	19.3	26.3	86,312	.0289		4,932	4,487	24.1	7.7	22.4	15.6	39.6	44.9	10.3	17.6	3.6	14.2
Chillieothe		26.3	.0153	8.4	9.6		45,685	.0153	1,737	5,439	4,788	19.0	5.6	20.6	13.1	43.8	45.8	12.2	19.2	4.4	16.3
Sandusky		55.8	.0325	18.2	18.5	25.6		.0320	1,700		5,184	18.6	8.3	19.9	12.5	44.9	44.8	12.8	19.4	4.9	18.0
Fremont		18.2	.0105	5.9	6.4		34,242	.0115	1,881	5,804	5,283	15.4	4.1	18.6	10.9	46.0	43.8	14.1	20.3	8.9	20.9

A BRUSH-MOORE NEWSPAPER REPRESENTED NATIONALLY BY JOHN W. CULLEN COMPANY

2 Youngstown is in Mahoning and Trumbull counties. SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.



#### VINDICATOR CIRCULATION

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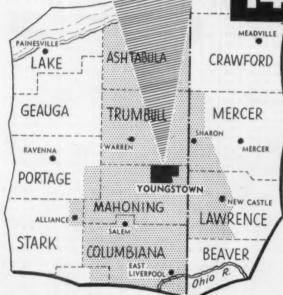
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101,453 DAILY

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and NOW more than ever

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#### Youngstown Vindicator

Youngstown, Ohio

NATIONAL REPRESENTATIVE: KELLY-SMITH COMPANY

*ABC Publisher's Interim Statement-3 Months ending Dec. 31, 1957



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Evening ABC: 68,892; Sunday ABC: 74,639

Metropolitan area families: 94,800

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COUNTIES	Me- tro- poli-		~	House-	Con- sumer	Urban					Income			In	come B	reakdo	wn of I-	louseho	olds		
(continued)	Area	Total (thou- sands)	u.s.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Hslds.	%,499 %, Inc.	1 %	0-3,999 % . Inc.	\$4,000 % Hsids	% Inc.	\$7,000 % Hslds	0-9,999 % . Inc.	\$10,000 % Hslds.	%
Sciete	258	107.1	.0623	31.3	33.3	55.8	148,752	.0492	1,370	4,889	4,399	25.4	8.4	23.0	18.5	39.1	45.7	9.2	16.3	3.3	13.1
△Portsmouth		42.9	.0250	13.3	15.2		70,431	.0236	1,642	5,296	4,620	21.4	6.5	21.0	13.7	42.4	45.6	10.8	17.5	4.4	16.7
Seneca		59.4	.0345	17.5	19.7	35.2	96,592	.0324	1,626	5,520	4,891	17.4	5.0	19.8	12.3	45.0	45.8	13.3	20.5	4.5	16.4
Tiffin		21.3	.0124	6.5	8.0		38,441	.0129	1,805	5,914	4,802	16.7	4.7	17.9	10.9	46.6	46.2	13.8	20.7	5.0	17.5
1Fostoria		16.2	.0094	4.9	5.5		28,955	.0097	1,787	5,909	5,239	13.1	3.5	18.3	10.6	47.8	45.3	15.4	22.0	5.4	18.6
Shelby		32.7	.0190	9.3	9.7	13.0	45,529	.0153	1,392	4,896	4,675	20.4	6.4	23.6	16.1	42.2	46.7	10.3	17.2	3.5	13.6
Sidney		13.0	.0076	4.2	4.4		21,171	.0071	1,629	5,041	4,738	19.5	5.9	21.8	14.5	43.8	47.5	11.3	18.6	3.6	13.5
Stark	22	323.0	.1878	94.8	107.4	233.2	582,421	.1952	1,803	8,144	5,418	12.3	3.1	18.0	10.0	47.9	43.7	15.2	21.0	6.6	22.2
▲Canton		124.2	.0722	38.1	44.4		236,993	.0795	1,908	6,220	5,333	11.9	3.0	18.5	10.4	47.9	43.7	15.1	20.8	6.6	22.1
Massillon		36.0	.0209	10.7	12.1		65,517	.0219	1,820	6,123	5,391	12.2	3.1	18.1	10.2	47.8	43.7	15.5	21.4	6.4	21.6
Alliance		31.8	.0185	9.6	11.4		61,836	.0208	1,945	6,441	5,381	12.3	3.1	16.4	8.9	48.4	43.0	15.8	21.3	7.1	23.7
Summit	1	496.2	.2885	148.9	167.7	414.7	966,986	.3243	1,949	6,494	5,765	10.0	2.4	15.5	8.1	49.8	42.8	17.2	22.4	7.5	24.3
▲Akron		304.0	.1767	92.2	107.4		610,980	.2048	2,010	6,627	5,687	10.0	2.4	15.2	8.0	49.9	42.8	17.4	22.5	7.5	24.3
Barberton		34.0	.0198	9.7	11.5		64,628	.0217	1,901	6,663	5,603	10.0	2.5	15.7	8.3	50.0	43.9	17.5	23.2	6.8	22.1
Cuyahoga Falls		43.5	.0253	13.1	14.0		92,045	.0308	2,116	7,026	6,531	9.7	2.1	12.1	5.9	47.2	37.0	21.0	24.9	10.0	30.1
Trumbull	168	190.5	.1108	54.6	60.5	116.5	342,103	.1147	1,796	6,266	5,651	10.9	2.7	16.7	9.0	48.7	43.0	16.8	22.4	6.9	22.9
Warren		58.5	.0340	17.3	20.3		116,571	.0391	1,993	6,738	5,731	10.0	2.4	15.6	8.0	48.4	40.9	17.8	22.7	8.2	26.0
Niles		18.5	.0108		6.2		36,399	.0122			5,868	9.2	2.2	16.2	8.2	46.9	39.3	19.6	24.8	8.1	25.5
Girard		11.7	.0068	3.1	3.6		21,274	.0072	1,818	6,863	5,848	10.0	2.3	15.5	7.9	47.8	39.9	18.2	23.0	8.5	26.9
Tuscarawas		75.9	.0441	23.1	24.4	42.6	116,637	.0391	1,537	5,049	4,773	20.0	6.1	23.1	15.2	42.3	45.7	10.5	17.1	4.1	15.9
North Philadelphia		14.3	.0083	4.6	5.0		24,410	.0082	1,707	5,307	4,861	19.7	5.8	21.8	13.9	42.3	44.1	11.4	17.9	4.8	18.3
Dover		10.5	.0061	3.3	3.6		18,273	.0061	1,740	5,537	5,032	17.4	4.9	19.5	12.0	45.8	45.8	12.1	18.3	5.2	19.0
Union		21.9	.0127	6.7	7.2	4.5	31,759	.0106	1,450	4,740	4,396	25.5	8.3	24.4	17.4	37.1	43.2	9.5	16.8	3.5	14.3
Van Wert		29.9	.0174		10.0	14.3			1,711	5,386	5,074	17.5	5.0	23.2	14.3	41.9	42.4	12.1	18.6	5.3	
Van Wert		11.2	.0065		4.1		21,529	.0072			5,234	14.5	3.8	20.2	11.7	45.3	42.6	13.5	19.2	6.5	22.7
Vinten		11.2	.0065	2.8	3.1		10,352	.0034	924	3,697	3,289	41.6	18.3	27.1	25.9	25.8	40.2	4.2	10.0	1.3	5.6
Warren		56.4	.0328	16.0	17.8	13.2		.0291		5,409	4,856	17.8	5.2	19.2	12.0	48.2	47.8	12.7	19.9	4.1	15.1
Lebanon		5.7	.0033	1.6	2.2		10,977	.0037	1,926		4,922	10.0	2.5	15.0	8.4	53.2	48.2	15.9	21.7	5.9	19.2
Washington		47.9	.0279		16.3	17.2		.0216			3,952	30.0	10.9	25.9	20.2	34.5	44.5	7.1	13.9	2.5	10.5
Marietta		17.2	.0100	5.5	7.0		29,937	.0100		5,443	4,272	22.1	6.9	23.4	15.9	41.0	45.6	9.5	16.0	4.0	15.6
Wayne		67.4	.0391	19.0	22.0	26.0		.0362	1,603	5,688	4,911	19.7	5.5	19.5	12.0	42.1	42.1	13.0	19.7	5.7	20.7
Wooster		15.3	.0089	4.7	6.7		33,031	.0111	2,159	7,028	4,925	16.2	4.0	14.9	8.1	44.7	39.7	16.1	21.6	8.1	26.6
Williams		29.6	.0173	9.4	10.4	11.7	48,948		1,654	5,207	4,676	22.3	6.7	22.5	14.9	40.1	43.1	10.4	16.8	4.7	18.5
Wood		88.7	.0309	19.0	24.7	29.0		.0402	1,743	6,618	4,841	21.5	5.9	17.5	10.5	41.2	40.3	13.2	19.5	8.6	23.8
Bowling Green		13.5	.0079	2.9	7.6		28,978	.0097	2,147	9,992	3,778	11.0	2.9	11.3	6.0	52.2	45.3	17.9	23.4	7.6	22.4
Wyandet		21.8	.0127	6.5	7.3	8.5	33,894	.0113	1,855	5,214	4,599	19.3	5.9	24.6	16.2	41.4	44.9	10.7	17.6	4.0	15.4
Total Above Cities		5,439.3	3.1625	1,654.2	1,987.0		11,498,745	3.8547	2,114	6,950	5,786	12.1	2.8	15.3	7.8	45.8	38.0	17.7	22.2	9.1	29.2
State Total		9.336.8	5.4286	2.791.7	3,217.9	6,493.4	17,792,511	5.9655	1,906	6,373	5,529	14.9	3.7	17.0	9.3	44.5	39.5	15.8	21.2	7.8	26.3

¹ Fostoria is in Hancock and Seneca counties. 2 Youngstown is in Mahoning and Trumbull counties.



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Families		213,048
Total Buying Power	\$1	,349,384,000.
Total Retail Sales	S	958,138,000.
Food Sales	\$	238,114,000.
Gen. Mdse. Sales	S	132,837,000.
Fr-H-R Sales	\$	44,996,000.
Automotive Sales	S	205,680,000.
Drug Sales	\$	29,035,000.
Source 1058 Sales I	Mana	gement

Survey of Buying Power

NEWSPAPER	COVERA	GE L			
DAILY	Circ.	% Cov.	7 9 6	RITIMAN	STARK COUNTY
Akron Beacon Journal	156,382	73.4%	1 27 929		
Cleveland Plain Dealer	21,931	10.3%	WAYNE		NORTH CANTON
Cleveland Press	5,981	2.8%	COUNTY	- J 🎃 300	
Cleveland News	1,938	0.9%	The state of		
SUNDAY					i
Akron Beacon Journal	155,877	73.1%			STARK COUNTY
Cleveland Plain Dealer	21,193	9.5%	The state of the		JIANK COOKTI
Source Marc A. B. C. Audi	h 31, 1957 t Statements				

MEDINA COUNTY

LORAIN COUNTY

#### KRON BEACON JOURNAL

JOHN S. KNIGHT, Publisher

"Ohio's Most Complete Newspaper" Represented by STORY, BROOKS & FINLEY

COUNTY

GEAUGA

Your Sales Potential is

#### GREATER

in the

Cleveland

Metropolitan Area



CLEVELAND
STANDARD METROPOLITAN AREA
(CUYAHOGA and LAKE COUNTIES)

RANK	STANDARD METROPOLITAN AREA	E.B.I. PER FAMILY
1	WASHINGTON	\$ 8167
2	CLEVELAND	7572
3	CHICAGO	7541
4	DETROIT	7355
5	SAN FRANCISCO-OAKLAND	7169

### 2 nd MAJOR MARKET in the U.S. in per family EFFECTIVE BUYING INCOME

* Markets over 1,000,000 in population.

If you want <u>real</u> SALES POWER in this rich, able-to-buy market use the daily newspaper most read by these families themselves.



#### The Cleveland Press

A SCRIPPS-HOWARD NEWSPAPER

General Advertising Department, 230 Park Avenue, New York City Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Dallas

оню			POPULA ESTIMA		/58	SM	E. B. I.	ATES,	1957		0	<b>H</b> E	OPULA STIMA	TION TES, 1/1	/58	OXD E	B. I.	TES, 1	1957
Ukren	Total (thou- sands)	% of U.S.A	House- hold (thou- , sands)	Con- sumer Spend- ing Units) (thous.	Urban Pep. (theu- sands)	Net Dellars (\$000)	of U.S.A.	Per Cap- ita	Per H'se- hold	METRO. AREAS	Total (thou- sands)	of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pop. (thou- sands)	Net Dollars (\$000)	% of US.A.	Per Cap- ita	Per H'se held
Akren	496.2	.2865	148.9	187.7	414.7	986,986	.3243	1,949	6,494	△Newa:k	81.0	.0471	25.1	29.3	42,5	137,604	.0461	1,099	5,48
Canton	323.0	.1878	94.8	107.4	233.2	582,421	.1952	1,803	6,144	△Pertsmeuth	107.1	.0623	31.3	33.3	55.6	146,752	.0492	1,370	4,68
Cincinnati	1,056.5	.6142	334.7	378.9	936.1	2,040,324	.6841	1.931	6,096	△Sandusky	82.6	.0364	19.2	20.7	36.7	111,569	.0374	1,782	5,81
Cleveland	1,719.7	.9997	817.8	614.4	1,609.7	3,920,991	1.3147	2,280	7.572	Springfield	128.7	.0748	30.1	44.5	94.2	237,328	.0796	1,844	6,07
Columbus	645.3	.3752	191.7	232.9	564.8	1,389,950	.4680	2,154	7.251	Toledo	468.4	.2724	142.8	166.2	399.1	1,059,129	.3551	2,261	7,417
Dayton	580.3	.3426	174.0	211.2	448.6	1,247,460	.4183	2.117	7.169	Wheeling-									
Hamilton-										Steubenville	357.2	.2079	102.7	117.1	234.6	594,846	.1994	1,685	5.79
Middletown	179.4	.1043	51.5	82.9	129.7	336,802	.1130	1.877	6,540	Youngstown	597.5	.3474	189.4	194.3	422.8	1,120,340	.3756	1,875	6.614
Lima	103.1	.0599	31.0	35.4	61.3	184,370	.0618	1.788	5.947	△Zanesville	79.4	.0462	24.1	27.0	44.7	124.014	.0416	1.582	5.14
Lorain-Elyria	197.6	.1149	57.3	68.6	129.6	384,454	.1289	1.946	6.709										-
△ Mansfield	107.8	.0626	31.9	36.6	70.0				6.484	Total Above Areas	7.357.9	4.2780	2.205.2	2,568.0	5.967.4	14,888,208	4.9918	2.023	6.75
△Marion	58.1	.8338	17.9	19.6	39.5				5,384						-,,				

	Mo-			RE1	AIL S	ALES-	SM E	STIMA	TES, 1	957					MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$900)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Adams		16,724	.0083	2,534	.0089	71	66	3,628	557	707	284	596	3,939	1,933	2,678	312
Allen	79	138,850	.0693	4,479	.0637	106	116	32,147	8,952	23,488	6,811	7,177	28,477	10,358	11,198	3,495
▲Lima		110,688	.0553		.0414	128	171	24,639	6,583	21,342	5,962	6,007	22,060	7,306	6,650	2,955
Ashland		43,007	.0218	3,792	.0213	100	102	8,877	2,958	3,478	2,259	3,116	10,020	3,380	3,891	1,135
Ashland		28,493	.0142		.0115	124	153	5,825	1,260	3,022	1,641	2,654	6,985	1,806	1,713	857
Ashtabula		132,270	.0661	4,841	.0574	107	123	31,350	17,277	11,794	4,243	5,637	25,094	11,962	11,528	2,766
Ashtabula		67,969	.0340		.0221	146	225	15,035	12,408	7,823	2,486	3,902	11,318	3,972	5,816	1,413
Conneaut		19,477	.0097		.0076	119	152	5,146	1,227	1,611	725	338	4,342	1,644	2,007	327
Athens		44,877	.0224	3,534	.0228	83	82	11,427	3,178	2,400	2,498	1,863	12,597	3,941	2,739	1,412
Athens		28,980	.0145		.0115	120	163	5,864	1,831	1,485	1,902	1,276	9,815	1,768	1,987	1,016
Auglaize		40,821	.0204	3,925	.0190	94	101	10,093	2,351	2,673	1,148	2,128	9,650	3,434	3,379	731

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

WHK

5000 WATTS

*Results Per Advertiser Highest R.P.A.* RATING in Cleveland!

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

#### WHY NOT

#### **PUT FRIENDSHIP TO WORK?**

Catholic Quality Newspapers are friend and advisor to the huge Catholic market of Northern Ohio.

Let this priceless acceptance work for you! Let it bring sales from more than 180,000 subscribing families...joined in common trust of THEIR papers' news content and advertisements.

GAIN A WEEK'S WORK FOR A DAY'S PAY — Catholic Quality Newspapers contain vital reference material for Catholics. They're kept in the home...reviewed frequently. Ads therefore make multiple impressions throughout the week, for maximum influence on a highly responsive audience.

QUALITY MARKET—Catholic population, over 1,200,000. Birth rate, 41% higher. Annual retail purchases, \$1,620,400,000. QUALITY COVERAGE—Members of ABC. Recipients of 64 national journalism awards. Write for extensive market facts.

THE CATHOLIC QUALITY
NEWSPAPERS OF
NORTHERN OHIO

1027 Superior Ave., Cleveland 14, 0.

UNIQUE READER LOYALTY
AND CONFIDENCE

CATHOLIC CHRONICLE

TOLEDO

THE CATHOLIC

Universe Bulletin

CLEVELAND

CATHOLIC EXPONENT

YOUNGSTOWN

## BIG Sales come from Sales potential

The Greater Cleveland Market (Cuyahoga County) represents the bulk of retail sales in one of America's richest areas.

Your BIG sales will come from DOMINANT coverage of this rich market through the paper most read by these people themselves. Each county is shown in proportion to its percentage of Total Retail Sales for 27

Northeastern Ohio Counties*

ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE AND ASSTABLE A

*Does not include Summit (Akron), STARK (Canton) or MAHONING (Youngstown) as they are Major Markets which can be reached only through local media.



SM Standard (A) and Potential (A) Metropolitan County Areas.

#### The Cleveland Press

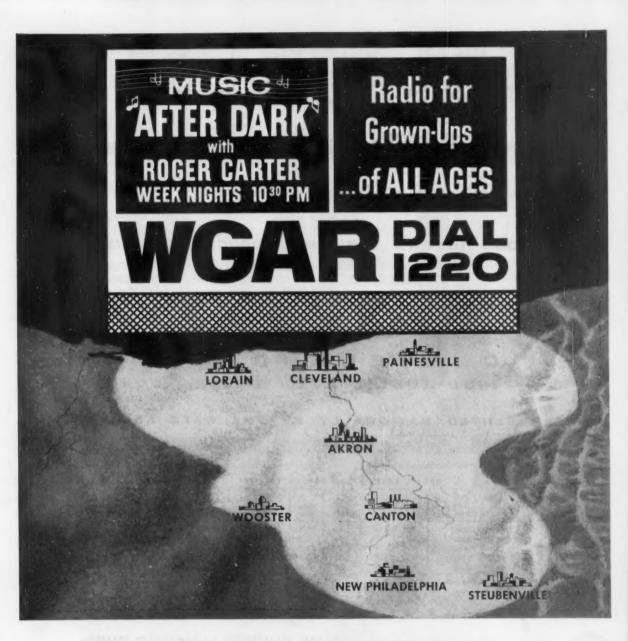
A SCRIPPS-HOWARD NEWSPAPER

General Advertising Department, 230 Park Avenue, New York City Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Dallas

оню	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" sy estimates	mbols ma by SALES	rk eriginal, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Tetal Retail Sales (3000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Bolmont	160	88,727	.0443	3,374	.0446	87	87	33,830	5,550	6,797	2,798	3,437	14,880	9,038	5,089	1,831
Bellaire		89,170	.0186		.6158	104	131	15,428	\$,096	1,857	1,958	9,195	8,908	\$,730	1,357	1,000
Bellaire		20,123	.0101		.0076	106	140	8,170	1,129	1,533	1,137	803	3,682	1,128	754	676
Martins Ferry		19,047	.0005		.0081	104	122	7,258	967	324	796	1,392	4,526	1,602	603	330
Brown		20,685	.0104	2,834	.0103	75	78	4,541	1,982	1,295	367	435	2,201	3,283	3,781	617
Butler	80	205,931	.1028	3,999	.1082	104	99	47,450	16,083	21,277	10,657	12,881	41,671	14,756	22,681	5,28
▲Hamilton		116,158	.0580		.0465	116	144	24,760	8,555	13,617	5,147	6,537	23,538	6,919	17,178	2,993
▲ Middletown		66,194	.0331		.0302	119	131	16,174	5,067	6,407	5,250	5,877	12,868	5,240	2,929	1,774
Carroll		16,300	.0082	2,821	.0094	80	70	4,481	815	1,783	428	782	3,146	2,164	1,280	281
Champaign		31,463	.0157	3,457	.0158	91	91	6,976	1,671	2,412	817	1,072	7,280	2,939	2,549	966
Urbana		19,586	.0093		.0071	118	163	4,483	1,122	794	797	624	6,021	1,522	1,398	800
Clark	144	165,365	.0828	4,229	.0795	106	110	39,871	10,336	18,906	7,980	8,457	34,235	13,470	11,582	5,44
▲Springfield		145,095	.0725	1111	.0603	119	143	35,635	9,412	18,426	7,851	8,141	29,554	11,442	8,342	5,14
Clermont		55,734	.0278	3,240	.0291	84	80	14,435	4,058	2,652	743	1,971	12,823	5,674	6,551	1,688
Clinton		35,639	.0178	3,874	.0167	95	102	7,774	1,615	2,176	1,187	1,120	9,290	2,727	4,568	712
Wilmington		18,665	.0093		.0065	130	186	4,204	1,013	1,373	1,161	839	4,218	1,503	2,542	508
Columbiana		136,866	.0884	4,186	.0624	99	109	35,858	8,074	12,289	7,498	6,434	28,384	15,080	9,972	5,190
East Liverpool		48,411	.0242		.0183	119	158	13,230	2,611	5,973	3,994	2,379	10,384	3,282	2,058	2,08
Salem		33,380	.0167		.0110	138	209	8,203	1,475	4,056	2,103	2,750	7,828	2,291	1,746	1,000
Ceshocten		33,182	.0165	3,101	.0181	91	83	7,867	2,498	4,000	1,007	1,426	8,101	2,695	2,903	980
Coshocton		27,533	.0138		.0102	126	170	6,486	2,065	3,263	1,546	1,293	5,898	2,060	1,645	814
Crawford		55,294	.0276	3,976	.0257	100	107	11,538	3,881	2,917	2,787	3,346	12,818	4,586	7,430	1,287
Bueyrus		21,416	.0107		.0079	120	163	3,901	1,360	1,551	1,239	1,508	5,748	1,823	2,265	652
Galien		17,616	.0088		.0076	117	135	3,877	1,114	1,092	990	1,204	4,056	1,477	2,385	381
Cuyahoga	30	2,338,384	1.1673	4,849	1.1523	124	99	589,775	189,503	395,296	129,181	125,120	438,242	146,580	105,532	88,491

Table of Contents and Indexes on Pages 3, 4, 5, 7, 9

C SM, 1958.



### We offer you a large share of Northeastern Ohio's buying audience

You reach Northeastern Ohio's buying audience through WGAR. Because WGAR surrounds your commercials with radio entertainment that appeals to grown-ups...of all ages.

For example, WGAR presents "After Dark," a program of the finest in popular and semiclassical music, each week night from 10:30 p.m. to 1:00 a.m. It's one of Northeastern

Ohio's most popular nighttime shows ... hosted by Roger Carter, who stacks his records with discriminating taste—for those who appreciate top-notch musical programming.

WGAR maintains this policy in all its programming . . . variety shows . . . complete news coverage . . . good music . . . drama . . . featuring performers from top CBS talent.

So reach your real buying audience through WGAR.

Radio for grown-ups ... of all ages

WGAR DIAL 1220

#### The STRONG station in the 6th MARKET in TV advertising

4,300,000 BUYERS . . . BUYING PRODUCTS ADVERTISED ON



#### WJW-TV



1630 EUCLID AVE.

THE KATZ AGENCY. REPRESENTED NATIONALLY BY

OHIO COUNTIES CITIES (continued)	Me-			RE	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	e "SM" a	ymbols me by SALES	rk eriginal, MANAGE	exclu- MENT.
	tro- poli- tan Area	Total Rotali Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$800)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwrs. (\$000)	Drugs (\$800)
▲Cleveland		1,624,581	.8116		.0877	125	147	277,565	142,537	344,508	99,777	97,398	263,455	76,984	70,042	\$8,17
Lakewood		95,608	.0478		.0572	142	119	22,542	5,208	5,018	2,151	3,117	41,197	6,982	1,716	3,55
Cleveland Heights.		70,446	.0352		.0531	147	97	18,193	3,418	1,421	4,367	3,354	28,124	5,856	954	4,43
East Cleveland		42,863	.0214		.0293	123	90	9,727	3,188	1,777	1,056	2,219	14,302	4,008	1,083	2,50
Shaker Heights		85,456	.0277		.0391	188	133	16,927	3,359	2,298	2,764	1,431	18,464	3,431	1,338	1,50

SM Standard (A) and Potential (A) Metropolitan County Areas.

C SM, 1958.

Before using these figures read foreword, page 13.



#### TIME BUYERS LIGHT UP OVER NORTHERN OHIO'S HOTTEST STATION-KYW RADIO

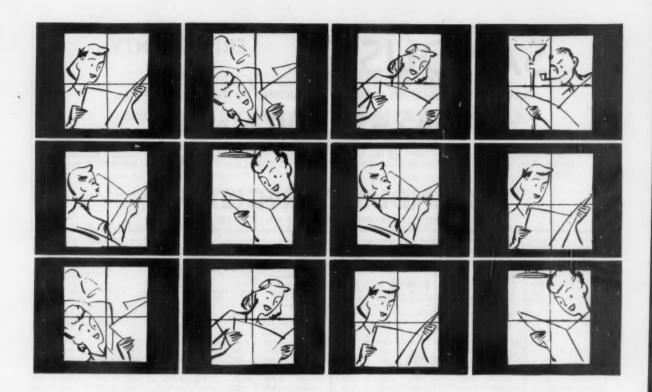
KYW is hotter than a five alarm fire, and ALL the ratings prove it! According to Pulse and Nielsen surveys of the Greater Cleveland area, KYW is #1 by far in share of audience seven days a week.

Call KYW's Sales Manager Ed Wallis, and he'll start putting the heat on for you!

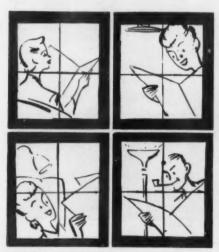
#### KYW radio / cleveland

Represented by Peters, Griffin, Woodward, Inc.

WBC Westinghouse Broadcasting Company, Inc.



The Clevelanders most apt to <u>Buy</u> tomorrow will be reading the NEWS tonight!



it's Cleveland's

Heart-of-the-Market
CIRCULATION

#### Cleveland NEWS

REPRESENTED BY KELLY SMITH COMPANY

#### **SANDUSKY**

#### OHIO

A NEW METROPOLITAN MARKET ACCORDING TO THIS ISSUE OF S.M.

#### A \$85,492,000 Market

RETAIL SALES PER FAMILY OF \$4,453 RANKS 14th IN OHIO, 12% ABOVE NATIONAL AVERAGE. The Sandusky Register reaches 100% of the families in Sandusky and 77% of all Eric County families. Metropolitan daily gives no more than 18% coverage, WHY SETTLE FOR LESS . . . ADD THE REGISTER to your list.

#### SANDUSKY REGISTER

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO. INC.

оню	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957		The			rk original MANAGE	
COUNTIES CITIES (continued)	fro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Euclid		71,900	.0359		.0425	115	97	19,658	4,140	9,318	2,774	2,859	21,578	4,131	1,643	3,187
Bedford		29,053	.0145		.0105	135	186	4,295	1,670	687	439	585	16,722	2,079	1,608	137
Rocky River		18,088	.0090		.0134	146	98	6,935	1.410	208	343	403	658	3,569	2,757	732
Parma		45,002	.0225		.0390	99	57	18,766	2.950	1,265	374	3,450	8,056	6,350	1,873	1,777
Garfield Heights		13,764	.0069		.0179	90	35	4.858	1,657	767	965	332	200	2,481	492	850
Berea		27,692			.0123	126	141	8,688	1,442	781	1,166	1.054	7,954	1,798	1,620	1.107
Maple Heights		27,128	.0136		.0158	101	87	14,125	1,004	714	916	1,589	488	3,389	1,672	1,364
South Euclid		38,996	.0195		.0209	134	125	11.724	2,825	3,767	1.994	3,815	2,311	4,318	4,951	967
University Heights					.0129	140	00	2,463	332	803		255		2,712	190	591
		11,040									3,541	-	4 900			739
Chagrin Falls		16,109			.0043	215	400	3,746	468	711	121	765	4,380	1,283	2,316	
Fairview Park		46,884	.0234		.0149	175	278	17,232	1,169	16,686	4,202	1,139	540	1,642	646	1,936
Darke		50,846	.0254	3,711	.0237	90	97	10,848	2,226	3,234	1,770	2,076	12,203	4,315	8,107	870
Greenville		25,027	.0125		.0078	142	227	5,686	836	2,256	1,444	1,312	5,918	1,570	2,796	573
Defiance		39,115	.0195	4,496	.0174	103	115	7,875	1,993	3,261	1,198	1,603	11,553	2,494	4,175	798
Defiance		27,120	.0135		.0099	125	171	5,746	1,510	2,644	970	1,189	7,869	1,788	2,402	648
Delaware		31,729	.0159	3,375	10110	93	82	6,730	2,486	1,811	1,557	1,124	6,469	2,795	6,738	578
Delaware		21,993	.0110		.0096	119	136	8,005	2,013	1,105	1,368	888	5,947	2,024	1,798	472
Erie	266	85,492	.0427	4,453	10368	107	117	21,606	8,122	7,908	4,542	6,886	17,877	6,486	5,276	3,088
△Sandusky		63,324	.0316		.0240	125	165	15,421	8,149	6,916	4,169	6,406	12,502	3,925	3,024	2,532
Fairfield		67,814	.0339	3,788	.0327	85	99	17,351	5,129	5,776	3,182	4,136	12,817	6,367	6,490	2,144
Lancaster		52,512	.0262		.0204	117	150	13,322	3,763	4,385	3,069	3,725	10,440	4,942	4,738	1,871
Fayette		32,211	.0160	4,183	.0137	96	112	6,891	2,382	2,772	743	1,331	5,571	2,035	3,638	618
Court House		27,913	.0139		.0093	122	183	5,599	1,254	2,678	744	1,164	5,570	1,816	2,812	556
Franklin	33	866 897	.4331	4,522	4380	117	115	197,338	89,928	145,690	55,605	39,835	180,821	63,504	52,555	30,598
▲Columbus		750,256	.3748		.3278	125	143	164,771	60,355	136,386	51,267	35,063	149,521	48,799	38,517	26,117
Bexley		6,784	.0034		.0115	135	40	2,478	522	789	215	648	171	440	109	390
Whitehall		16,626	.0083		.0125	98	65	11,801	420	200	603	311	319	1,132	804	692
Fulton		42,448		4,994	.0171	102	127	6,807	1.884	1,909	931	1,690	13.014	3,915	6,289	789
Gallia		17,443	.0087	2,457	.0102	65	55	4,472	1,245	1.063	730	681	3,894	2,393	1,195	339
Gallipolis		13,821	.0069	-,	.0044	94	147	2,918	838	989	730	641	3,813	1,247	1,076	339
Geauga		34,556	.0173	3.600	.0199	96	84	9,037	2,740	1,954	616	1.042	7,723	2,916	3,906	921
Greene	37	69,433	.0347	3.170	.0446	100	78	16,734	4.017	3.958	2,309	2,776	19,349	5,765	6,163	2,148
Xenia		32,341	.0162	211.0	.0115	129	182	7,063	1,639	2,721	1,418	1,557	11,367	1,492	2,135	552
Fairborn		20,619	.0103		.0108	121	116	4.771	1,203	759	552	1,005	5,865	1,903	1,447	924
Guernsey		36,195	.0181	3,120	0185	81	79	9,226	2,768	4.303	2,008	1,911	5.433	4,236	3.003	810
Cambridge		27,318		0,100	.0098	111	155	6,332	1,719	3,388	1,914	1,594	4,609	2,621	2,345	725

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

#### 4-Way Index to Survey Data

A 4-way index listing all the data both alphabetically and in the order of their appearance throughout the book is provided for your convenience on pages 3, 4, 5, 7 and 9. Also included is a special index to the state county-city tables giving, for each state, the page numbers of the map; list of cities with population and number of outlets; population and Effective Buying Income tables; retail sales tables, and the state metropolitan area tables

# Survey of buying and selling power in Central Ohio

How big is Central Ohio?

33 counties—2,167,875 people.

Is it growing?

Fast! 600,000 new faces since 1948.

Are Central Ohioans making and spending big money?

You bet. \$3,450,000,000 spendable income last year: \$7,300 per family in Franklin County, \$1,560 more than the national average.

What are they buying?

Just about everything. Food, \$510 million, Drugs, \$69 million, Automotive, \$425 million, General Merchandise, \$255 million.

What's the best way to sell Central Ohioans?

That's easy, television! 90% are TV homes. Tune-in averages 5 hours a day.

Is there a favorite station?

Definitely! Pulse rates the top 15 shows every month. In 1957 WBNS-TV carried 147, Station B, 22, Station C, 11.

How about WBNS-TV's cost per thousand?

Low! Blair TV will prove it when you call for availabilities.

Anything else?

Complete merchandising follow-up and promotion report to agencies and clients.

IF YOU WANT TO BE SEEN IN CENTRAL OHIO

**WBNS-TV** 

CBS television in Calumbus, Ohio. 316 KW.
Affiliated with The Calumbus Dispatch, The Ohio State Journal and WBNS Radio. Represented by Blair TV.



## In Ohio's 9th Largest Metropolitan Area

(One of the 50 Fastest-Growing in the Nation)

## it's the ELYRIA CHRONICLE-TELEGRAM

Population	197,600
Income	\$384,454,000
Family Income	\$6,709
Retail Sales	\$230,129,000
Per Fam. Sales	\$4,016
Food	\$62,030,000
Genl. Mdse.	\$21,865,000
Apparel	\$13,359,000
FurnAppl.	\$14,762,000
Autemotive	\$48,792,000
Gasoline	\$16,948,000
Lumber-Hdwre.	\$17,627,000
Drug	\$6,400,000

#### ELYRIA

Ohio's 4th Standard Metropolitan Center in overall sales production.

158 Index

Ohio's No. I Metropolitan Center in Automotive Sales Production 228 Index NOW is the time to gear your sales and advertising plans into Ohio's No. 1 growth market . . . Already ranking 96th in total manufacturing employment among the nation's 3,070 counties . . . 20th in primary metals employment . . . 50th in fabricated metals employment . . . 54th in transportation equipment employment.

The prosperity of the area's wage earners shows in the \$6,709 family income—and in the 75% of the area's families above the \$4,000 income level! Family income is the 5th highest of the state's metropolitan markets.

The area's \$384,454,000 income represents a tremendous *starting* potential for your brand. To get—and stay—in step with your booming opportunities in the "Growing Ruhr of America", be sure it's the Chronicle-Telegram—the county's No. 1 newspaper in news coverage.

## Chronicle-Telegram

"THE FAMILY NEWSPAPER" ELYRIA, OHIO

Circulation 23,560 ABC 9/30/57 DOUBLE the Number of City Families

Represented by The Julius Mathews Special Agency, Inc.

оню	Me-			RE	TAIL S	ALES-	SA E	STIMA	TES, 1	957		The		ymbols ma by SALES		
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hski. Retail Sales	Buying Pewer Index	Quality	index of Sales Production	Feed (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Hamilton	29	1,152,920	.5750	4,323	.5528	113	118	273,347	101,404	189,824	73,048	60,882	218,999	71,967	59,090	37,387
▲Cincinnati		886.017	.4426		.3863	121	138	191,406	72,771	172,778	64,240	45,384	179,061	47,089	35,760	27,576
Norwood		63,192	.0316		.0282	121	136	14,065	4,825	6,501	2,800	5,680	17,800	3,218	2,722	2,101
Reading		23,792	.0119		.0079	134	202	5,106	2,692	747	602	1,746	5,621	1,792	1,537	396
Lockland		10,502	.0052		.0044	126	149	2,215	807	555	1,130	1,112	947	124	2,380	441
Hancock		61.631	.0309	3,725	.0296	100	104	13,288	4,619	4,719	3,150	3,761	14,588	4,728	6,057	1,517
Findlay		48,277	.0241		.0195	117	145	10,112	3,280	4,038	3,095	3,148	12,405	3,444	4,188	1,406
Hardin		28,617	.0143	3,044	.0153	85	79	7,195	1.598	1,625	838	1,462	6,582	2,694	3,682	615
Kenton		16,959	.0085		.0062	111	152	3,186	955	1,208	639	887	4,677	1.612	1.008	474
Harrison		16,793	.0084	2,895		85	74	4.874	1.249	1,216	301	351	3,518	2,830	1,708	392
Henry		31,313	.0157	4,473		99	117	7.551	2,580	4,112	708	594	5,583	2,067	4,397	591
Napoleon		17,102	.0085	-,	.0052	140	243	4.025	808	3.704	647	140	3,217	1,477	1.557	439
Highland		34,811	.0172	3,633		85	97	7,949	1,956	4,599	1,446	924	5,893	2,174	3,524	760
Hilleboro		15,390	.0077	0,000	.0045	141	241	3,464	871	901	945	377	3,611	1.016	2.079	241
Hocking		21.567	.0108	3,172		79	78	5,009	1,288	1,974	701	730	4,935	1,789	3.001	600
Logan		17,396	.0087	-	.0049	140	249	3,568	724	1.675	701	730	4,630	1,152	2.683	542
Holmes		14,249	.0071	2,639		73	61	3,662	887	1,609	209	576	3,143	957	1,823	334
Huron		51,387	.0257	3,864		97	98	11,195	4.114	4.171	2,596	2,314	12.827	5,169	5.578	1,840
Norwalk		21,200	.0103	0,000	.0090	123	163	4,375	1,338	2.097	1.659	1,198	5,350	1,863	1.512	732
Jackson		30,271	.0151	3,363		79	80	8.842	1.038	2,786	1.513	2,287	6,536	2,857	1,982	533
Jackson		19,389	.0097	0,000	.0056	127	220	4,136	1,108	2,041	821	1,036	4,153	1,688	1,506	422
Jeffersen	160	139,912	.0099	4.944		107	121	40.534	9,143	21,579	8,566	8,830	21,907	8,608	13,203	3,388
▲Steubenville	100	98,542	.0492	4,011	.0325	145	220	26,754	5,146	17,314	7,838	5,048	15,718	4,054	8,726	2,349
Knox		42,841	.0214	3,483		95	92	9.688	2,482	4,410	1,368	1,377	11,290	3,364	4,419	984
Mount Vernon		31,193	.0156	0,400	.0115	131	177	7,369	1.647	4,098	1.284	1.019	8,730	1,902	2,153	849
Lake	30	141,133	.0703	3,920		108	100	38,582	9.050	11,435	3,737	4,607	24,475	14,318	23,440	4,172
Painesville		45,536	.0227	0,000	.0150	152	229	8.070	1,482	8,779	1,877	1,301	13,700	2,956	3,367	1,240
Willoughby		32.837	.0164		.0112	149	210	8,490	2,002	1.097	990	843	8.031	2,640	4,219	1.073
Lawrence	65	44,782	.8223	2,964		79	71	13,639	3,534	3,914	1.440	1.734	9.329	5,656	2,166	963
	90	33,183	.0168	2,004	.0118	118	101	9,226	2,818	3,440	1,440	1,633	7,833	2,454	1,478	847
Ironton	248	97,755	.0489	3,895		100	104	24,900	6,598	7,613	4,893	4,027	18,739	8,223	9,931	2,605
Licking △Newark	290	71,707	.0358	3,000	.0071	110	158	19,752	4.311	6,215	4.545	3.451	14,282	4.519	5,848	1,939
		42,717	.0218	3,919	.0190	95	107	10,787	3,700	3,815	1.028	1,861	8,558	3,096	4,842	884
Bellefontaine		23,130	.0116	4,010	.0081	121	173	4,269	2,157	2,968	870	1,547	6,224	1,195	1,991	557
	82	230,130	.1150	4.016	.1219	108	100	62,030	16,962	21,865	13,359	14,762	48,792	16,948	17,627	6,400
Alorain	20	94,108	.0470	7,010	.0415	122	138	27,507	7,378	7,410	7.531	8,528	16,745	6.061	5,449	3,083
AElyria		68,140	.0340		.0273	127	158	15,970	4.013	7,216	3,849	4,283	19.081	4.294	4.193	1,549

1 Fostoria is in Hancock and Seneca counties. SM Standard (A) and Potential ( $\triangle$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.

# Interview: Douglas Burch

Leo Burnett Media Supervisor, Douglas Burch, tells why he solects WLW Radio and TV Stations for PURE OIL



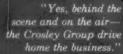
"WLW Radio-TV Stations are famous for extending broudcasting's most 'Royal Welcome Service'.''

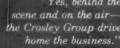


"They give advertisers a tankful of powerful promotion coming and going."

"Another good reason why for PURE, we're SURE with WLW Radio and Television Stations!"







WLW Stations Representative . . . you'll be glad you did!













# VHF...what's that?

THE FEBRUARY 1958 ARB YOUNGSTOWN METROPOLITAN AREA REPORT SHOWS THAT, IN THE 36th U.S. MARKET, LOCAL UHF STATIONS DELIVER A TOTAL OF 82.6 SHARE OF THE SETS-IN-USE . . . ALMOST FOUR TIMES THAT OF ALL VHF STATIONS! AND WKBN-TV IS FIRST "SIGN-ON TO SIGN-OFF." IF YOU WANT TO REACH THIS MORE THAN 200,000 UHF SET MARKET, BUY . . .



# WKBN-TV CHANNEL 27 YOUNGSTOWN, OHIO

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER CO.

оню	Me-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The			rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Foed (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Lucas	150	1595,556 516,893	.2975 .2583	4,171	.3213	118 127	100 132	140,902 111,450	51,988 45,285	89,182 87,038	31,920 29,966	34,126 30,492	112,834 102,361	<b>46,030</b> 32,728	28,410 22,740	22,094 20,500
Madison		35,861 17,128	.0179	5,051	.0150	98 145	117 261	7,014 3,451	1,017	1,708	677 457	1,037 353	10,877	2,105 1,026	3,468 1,156	616 279
Mahoning	168	406,658 328,240	.2032 .1640	5,014	.1391 .1313	113 124	121 155	107,588 79,163	27,850 22,527	69,833 67,238	21,672 19,996	28,501 24,515	69,671 56,648	27,288 18,521	25,001 14,742	10,550 8,627
Campbell	236	7,928 <b>74,552</b>		4,165	.0068	88 101	52 110	3,186 18,643	1,046 4,881	117 8,472	137 4,338	296 5,127	1,566 14,323		127 7,251	247
△Marion		64,603	.0328	4 700	.0249	115	149	15,367	3,730	8,279	4,199	4,637	13,217	3,519	5,419	1,995
Medina		84,897 27,496 23,155	.0323 .0137	4,229 3,356	.0303	103 197 80	110 403 85	15,332 5,573 5,322	4,497 1,184 1,206	2,054 980 3,641	1,809 1,200 542	1,474 700 804	15,992 6,702 6,387		5,988 2,850 1,210	900
Mercer		40,963		4,405	.0186	96 150	106	7,199	2,457	2,225	1,468 1,136	1,318	9,585	2,950	6,725 2,443	586
Miami		87,174		4.036	.0413	103	108	20,718	5,539	7.593	2.967	6,811	19.965		6,572	2.17
Piqua Troy		32,304 25,899	.0161		.0136	115	136	8,313 6,631	2,052 1,487	4,632 2,144	1,179	3,425 513	7,211 6,037	2,218	1,944	884

2 Youngstown is in Mahoning and Trimbull counties. SM Standard (♠) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 13 © SM, 1958

#### NEW 2-in-1 MAPS

Each state map in this edition of the Survey includes a distort map based on income and a retail sales map showing the location of cities, with county outlines, that had 1956 retail sales of \$25 million or more.



# Dayton, Ohio Newspaper Community Services Reach Every Age Group To Give Advertisers Greater Impact... Greater Results In The Dayton Daily News... Journal Herald

#### YOUTH FORUM

A weekly in-school discussion program involving thousands of southwestern Ohio high school students.

#### YOU AND YOUR WORLD

A weekly world affairs classroom and newspaper program used extensively throughout area high schools.

#### SCIENCE EVERYWHERE

A weekly classroom program for elementary students and parents, with more than 40,000 boys and girls participating.

#### THE SPELLING BEE

A year-round classroom program involving 60,000 elementary students.

#### FAMILY FORUM

A weekly adult program offering advice and counsel by area civic leaders to families throughout the area. These outstanding public service programs and many more build strong readership of The Dayton Daily News...Dayton Journal Herald. They build interest...promote acceptance...establish a bond of confidence between the newspaper reader and the advertiser. As a result, your advertising in the Dayton newspapers reaches families ready to respond favorably to your sales message.

THE DAYTON DAILY NEWS (Daily and Sunday)
THE JOURNAL HERALD (Daily Morning)

Serving 250,000 Families in the Rich Southwestern Ohio Area.

оню	Mo-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s estimates	ymbels ma by SALES	rk original, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% U.S.A.	Per Hsid. Retail Sales	Buying Pewer Index	Quality Index	index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Monroe		13,121	.0066	3,051	.0082	73	78	2,949	961	2,098	434	333	1,863	1,618	1,282	127
Mentgomery	37	631,097	.3153	4,149	.3381	113	106	149,383	50,899	103,820	38,472	34,517	124,233	42,701	30,292	21,561
▲Dayton		534,477	.2670		.2249	133	157	121,423	42,927	100,274	35,180	30,016	103,398	32,155	22,626	18,454
Miamisburg		21,713	.0108		.0068	155	245	4,477	984	847	749	1,165	9,524	1,571	684	545
Mergan		13,568	.0067	3,571	.0058	82	94	2,720	926	938	326	484	3,201	1,845	1,414	305
Morrow		14,551	.0073	2,598	.0086	77	85	3,032	719	255	678	385	3,675	1,632	1,587	125
Muskingum	280	87,341	.0436	3,624	.0431	93	94	21,063	6,772	8,102	4,113	6,222	17,308	7,339	6,193	3,283
△Zanesville		73,950	.0309		.0292	112	142	17,892	5,312	7,173	3,940	4,800	15,434	5,276	5,043	2,918

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

#### Data and Ads Go Together: Read Both

A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.

оню				RET	AIL S	ALES-	SH E	STIMA	TES. 18	57		aive	estimates	by SALES	k original, MANAGEN	ENT.
COUNTIES CITIES (continued)	Me- tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating &	General Mdse. (\$000)	Apparel (\$000)	Furn Hause- Appl. (\$600)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (\$000)
lable		10,964	.0055	3,225	.0051	78	85	1,484	761	1,124	243	290	3,008	1,088	2,084	200 676
ttawa	- 1	40,744	.0204	3,844	.0214	105	100	10,046	3,742	1,689	931	1,768	11,128	3,150	1,369	118
Port Clinton		15,667	.0078		.0057	150	205	4,405	1,009	717	688	816	4,335 3,606	1,639	2,248	231
aulding		15,027	.0075	3,005	.0080	83	78	2,705	866	560	237	979	3,000	1,030	2,240	201
erry		23,828	.0119	2,942	.0128	78	73	8,901	1,754	773	783	722	5,178	3,280	1,941	442
ickaway	- 1	33,347	.0166	3,970	.0159	84	87	6,311	1,809	2,149	625	1,300	7,098	3,042	7,608	759
Circleville		21,168	.0106	-	.0072	122	180	4,259	1,228	1,668	570	997	6,499	2,042	2,215	706
Pika		19,729	.0099	2,686	.0103	66	63	5,021	1,488	1,992	394	124	4,835	2,094	1,957	487
					0447	105	117	28,858	7,953	7,060	3,129	3,288	25,856	9,448	8,359	2,878
Ravenna-Kent		103,833 71,648	.0519	4,875	.0467	153	841	20,158	3,996	4,600	2,741	2,535	90,814	4,300	5,187	2,592
Ravenna		38,928	.0194	- 1	.0105	167	308	12,380	1,795	2,245	1,357	1,445	9,964	2,203	3,073	1,394
Kent		32,720	.0163		.0122	144	192	7,778	2,131	2,355	1,384	1,090	10,850	2,097	2,114	1,198
reble		25,764	.0128	2,741	.0160	86	60	5,595	2,172	1,298	323	656	4,928	2,982	3,739	521
Putnam		26,669	.0134	3,419	.0141	88	83	4,941	1,855	1,381	621	1,490	6,158	2,193	4,174	518
		****			0070	400	440	40 701	10 948	16,808	7,265	7,466	26,555	10,027	8,730	3,383
Airthland	234	138,371	.0691	4,338	.0879	108	110	40,781 33,341	10.945 8,146	15,892	6,549	5,389	20,059	7,326	5,573	2,793
△Mansfield Shelby		110,505	.0552		.0417	141	129	3,546	702	587	594	1,121	4,415	1,255	1,339	453
Reas		60,930	.0304	3,482	.0308	85	84	15,873	4,520	4,789	2,492	3,258	13,882	4,844	4,948	1,701
Chillicothe		48,384	.0242	-,	.0180	118	158	12,507	3,631	4,248	2,448	2,986	11,103	3,528	2,994	1,556
landusky		69,442	.0347	3,815	.0329	101	107	14,696	4,582	6,712	2,917	3,908	15,383	5,849	8,974	1,382
Fremont		38,807	.0194		.0137	130	185	8,741	2,258	5,084	2,441	2,742	6,956	2,722	4,330	846
										10 000	0.000	E 500	10 622	9,509	4,002	2,235
Scioto	258	93,213	.0466	2,978	.0611	82	78	23,000	6,848	10,986	6,003 5,718	5,500 4,984	19,633 17,626	6,140	2,432	1,797
△Portsmouth		73,816	.0369	2 202	.0279	112	148	15,819 15,704	5,379 4,778	9,848	3,083	3,067	13,305	4,945	8,586	1,944
Senera		66,545 33,220	.0332		.0330	112	134	8,218	2,152	3,916		1,508	7,298	2,583	2,934	900
Tiffin		25,738	.0129		.0106	113	137	6,164	1,589	2,528		1,081	5,928	1,698	3,563	712
Shelby		35,103	.0176	3,775	.0168	88	93	9,173	2,181	3,440		1,776	7,273	2,922	4,274	749
Sidney		24,444			.0087	114	161	6,436	1,262	2,820	1,072	1,329	5,149	1,672	2,687	657
Stark	22	429,775			.1995	106	114	113,480				28,934 14,272	87,152 43,042		28,362 13,048	11,649 6,794
▲Canton,		223,268			.0876	121	154	51,015				6,311	11,670		2,585	1,346
Massillon		59,679		1 1	.0241	117	137	13,079		6,374		3,594	10,761	3,022	3,680	1,532
Alliance	1	50,665 667,871	.3336			111	116	186,441				32,783	137,052	46,943	46,983	20,948
▲Akron	1	488,215			.2109	119	138	111,629	1			25,967	97,466	28,819	33,129	15,355
Barberton		59,404			.0237	120	150	16,583	4,452	5,032	3,056	3,174	14,747	3,666	4,162	1,651
Cuyahoga Falls		70,694			.0311	123	140	23,926		7,392		1,581	17,494		3,776	2,361 6,346
Trumbull	168	222,921	.1114	4,083		102	101	62,021	1			12,590	41.575		16,400 7,845	3,438
Warren		116,139			.0438	129	171	29,283		19,130		7,026	21,048 5,221	7,433 1,539		683
Niles		22,726			.0117	108	106	6,828		1,091	18384	1,126	5,05?		1,135	467
Girard 2▲Youngstown		17,789	.0089		.0076	112	131	5,073	1,400	012	000	1,120	0,001	4,100	.,	
Tuscarawas		93,707	.0468	4,057	.0424	96	108	23,253	6,154	7,936	4,431	6,551	23,600		7,218	2,118
New Philadelphia.		25,963			.0097	117	157	6,446	1,503	2,658		2,134	5,009		2,156	414
Dover		25,601	.0128	3	.0081	133	210	5,798					8,053		1,834	655
Union		29,646	.0148	4,425		97	117	5,32					6,500		5,112 3,944	681
Van Weet	-	28,870	A. A. A. A. A. A. A. A. A. A. A. A. A. A			94	83	7,001					6,167 3,488			551
Van Wert		19,348	.0097	7	.0078	120	149	4,97	1,138	1,912	772	1,828	0,100	1,10	8,008	
Minten		7,528	.0038	2,688	.0041	83	58	2,020	695	451	. 112	278	750	941	1,569	147
Warren		48,304				87	73	12,78					9,493	5,251	6,106	941
Lebanon		20,670			.0056	170	312	4,04	696	1,05			6,630		1,418	26
Washington		55,953				89	100	13,48					9,47			1,73
Marietta		41,357	.0207	7	.0132	132	207	9,56	2,450	4,40	1,807	3,006	8,34	4,121	3,724	1,45
							400	47 00	4 200	9.36	2,449	4,916	18,93	7,219	10,908	2,26
Wayne		82,682				98	106 233	17,22 8,26				I Const	1			1,17
Wooster	-	41,364 31,760			.0135	152 95	91	6,98	1				8,11			
Williams	1	69,321				96	87	17,42					20,68		6,945	1,65
Bowling Green		23,032			.0099	125	146	5,81			926	510	5,49	1,871	2,241	58
Wyandet		23,897	.0120	3,678	.0119	94	94	4,95	1,576	88	7 817	856	5,47	1,881	4,287	68
Total Above Cities		9,223,220	4.0070	0	3.9422	125	146	2,195,03	687,103	1,426,52	8 542,700	519,482	1,891,46	583,552	522,398	300,42
State Total	-	11,799,687	5.8948	4,227	5.8369	108	99	2,808,42	904,907	1,574,12	0 598,720	615,133	2,349,74	5 888,390	838,409	364,99
	1	1		BF	TAIL	SALES	SH	ESTIM	ATES. 1	957						
METRO, AREAS	-		I man							-	8 27,167	32,783	137,05	2 46,942	46,963	20,84
Akron	1	667,871				111	116	108,44								
Canten	22 29	1,349,146				100	110	235,04					1			
Cincinnati			.0748	9.031	.00/0	100	1 1.10	1 000,00	E: 120,000		41					

Leading Counties and Cities on Pages 101-135

# THE MOST CONVINCING SALESMAN IS A TRUSTED FRIEND!

... and Brush-Moore Newspapers are friends of the family!



THE CANTON REPOSITORY
represented by Story, Brooks & Finley
Evening ABC 68,892—Sunday ABC 74,639
Families in Metropolitan area: 90,130



THE EAST LIVERPOOL REVIEW represented by John W. Cullen Company Evening ABC 17,540 Families in trading area: 24,784



THE SALEM NEWS
represented by John W. Cullen Company
Evening ABC 9,825
Families in trading area: 13.629



THE MARION STAR
represented by John W. Cullen Company
Evening ABC 22,834
Families in trading area: 31,003



BRUSH-MOORE NEWSPAPERS INCORPORATED





THE PORTSMOUTH TIMES
represented by John W. Cullen Company
Evening ABC 25,688
Families in trading area: 38,072



THE IRONTON TRIBUNE represented by John W. Cullen Company Evening ABC 10,346—Sunday ABC 10,467



THE STEUBENVILLE HERALD-STAR represented by Story, Brooks & Finley Evening ABC 29,875 Families in trading area: 47.675



THE SALISBURY TIMES
represented by Story, Brooks & Finley
Evening ABC 22,313
Families in trading area: 37,822

Brush-Moore Newspapers are home-town newspapers. They accent local news, keep their readers in touch with their community and their neighbors.

This full-scale local news coverage has won a warm spot for Brush-Moore Newspapers in the cities they serve. Readers depend on, like and trust their Brush-Moore Newspaper . . . look

upon it as part of the family.

This confidence carries over into the advertising columns . . . places your sales story against a background of acceptance and believability that pays off for you in the market place!

Put these "accepted-at-home" salesmen to work for you. They know their communities, and their communities know them!

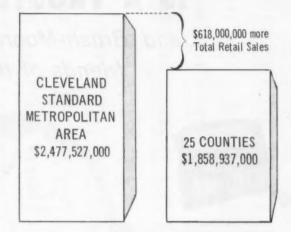
# The Cleveland Metropolitan Area's* Total Retail Sales exceed 2-billion dollars

\$618,000,000 more than the combined totals of the 25 adjacent counties

Concentrated promotion in the compact Cleveland Metropolitan Area will produce maximum sales results for you.

Think BIG about Ohio's biggest and richest market...and you do this best when you use the daily newspaper most read by Clevelanders themselves.

*(Cuyahoga and Lake Counties)



TOTAL RETAIL SALES



SM Standard (A) and Potential (A) Metropolitan County Areas.

### The Cleveland Press

A SCRIPPS-HOWARD NEWSPAPER

General Advertising Department, 230 Park Avenue, New York City Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Dallas

оню	Me-			RE	TAIL S	ALES-	SH	ESTIMA	TES, 1	957		Th			rk original MANAGE	
METRO. AREAS (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwrs. (\$000)	Drugs (\$000)
Cleveland	30	2,477,527	1.2378	4,785	1.2288	123	124	626,327	198,553	406,731	132,918	129,727	459,717	160,898	128,972	92,67
Columbus	33	866,897	.4331	4.522	.4380	117	115	197,338	69,928	145,690	55,605	39,835	160,821	63,504	52,555	30,59
Dayton	37	700,530	.3500	4,026	.3827	112	102									
Hamilton-								186,117	54,916	107,778	40,781	37,293	143,582	48,466	36,455	23,70
Middletown	80	205,931	.1028	3,999	.1082	104	99	47,450	16,083	21,277	10,657	12,681	41,671	14,758	22,681	5,284
Lima	79	138,850	.0693	4,479	.0637	108	116	32,147	8,952	23,468	6,811	7,177	25,477	10.358	11,196	3,49
Lorain-Elyria	82	230,129	.1150	4,016	.1219	108	100	62,030	16,962	21,865	13,359	14,762	48,792	16,948	17,627	6,400
△Mansfield	234	138,371	.0891	4,338	.0679	108	110	40,781	10,945	18,808	7,285	7,488	26,555	10,027	8,730	3,383
△Marion	236	74,552	.0372	4,165	.0341	101	110	16,643	4,851	8,472	4,338	5,127	14,323	4,342	7,251	2,180
△Newark	246	97,755	.0489	3,895	.0472	100	104	24,900	6,595	7,613	4,893	4,027	18,739	8,223	9,931	2,800
△Portsmouth	256	93,213	.0466	2,978	.0511	82	75	23,000	6,848	10,986	6,003	5,500	19,633	9,509	4,002	2,238
△Sandusky	266	85,492	.0427	4,453	.0388	107	117	21,606	8,122	7,908	4.542	6,888	17,677	6,486	5,276	3,088
Springfield	144	165,365	.0828	4,229	.0795	106	110	39,871	10,336	18,906	7,980	8,457	34,235	13,470	11,582	5,448
Toledo	150	595.556	.2975	4,171	.3213	118	100	140,902	51,968	89,182	31,920	34,126	112,834	46,030	28,410	22,094
Wheeling-																
Steubenville	160	416,091	.2078	4.052	.2036	98	100	116,588	30,394	59,229	25,649	23,649	67,842	30,064	30,284	10,454
Youngstown	168	767,006	.3833	4,528	.3722	107	110	205,699	50,805	108,256	40,538	47,912	141,665	55,724	53,499	20,697
△Zanesville	280	87,341	.0436	3,624	.0431	93	94	21,063	6,772	8,102	4,113	6,222	17,308	7,339	6,193	3,283
Total Above Areas.	-	9.587.398	4,7895	4.348	4.7884	112	112	2.397.432	761,323	1,422,656	530,505	523.277	1,828,676	668,231	580,653	314,928

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone Murray Hill 4-3559.

© SM. 1958.



#### 43% of All the People in Ohio Are Covered by KYW-TV

KYW-TV has a larger audience* than any other advertising medium in the northern Ohio market which encompasses 43% of all the people in Ohio. It reaches customers for your product in metropolitan Cleveland and the metro areas of Youngstown, Mansfield, Akron, Canton, and Lorain-Elyria . . . 26 Ohio counties and a slice of Pennsylvania -

PEOPLE	4,091,200
TV HOMES	1,213,700
	8,243,945,000
TOTAL RETAIL SALES	5,506,145,000

This is how the Cleveland metro area ranks in the country: TOTAL DRUG SALES...... 9th

TOTAL FOOD SALES...... 9th This rich market is yours when you buy Northern Ohio's No. 1 station, KYW-TV. Remember, no selling campaign in the northern Ohio area is complete without the WBC television station ...

#### KYW3 TV Cleveland

Represented by PGW

WBC WESTINGHOUSE BROADCASTING COMPANY, INC.

*Up to 55% more than any other TV station in Northern Ohio—ARB, Nielsen











MAY 10, 1958

605

OKLAHON	A		Arkan	r We		wisia			tates: exas.)						The	esti	mates	by	SALE	SM	ANA	SEMI	ENT
Man name 609	(thous.)			NUI	MBE	R OF	OUT	LET	8				(theus.)			NUI	MBE	OF	OUT	LET	5		
Map, page 608  City County	Pop. (tho	Total Outlets	Food	Eat. & Drink.	Gen'i. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs	City County	Pop. (the	Total Outlets	Feed	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auth.	Gas Sta.	L-B-H	Drugs
AdaPontotoc			55		13	22	20	14	28	14	12	McAlesterPittsburg			71	43	29	19	10	20	38	18	1
AltusJackson			32		13	14	11	18	18	16	9	MiamiOttawa			50	99	16	. 23	14	19	24	14	1
AlvaWoods			16		6	12	7	17	12	16	3	Midwest City . Oklahoma			10	15	8	10	5		3	3	1
ArdmoreCarter		356	84	1	20	27	25	34	38	21	9	MuskogeeMuskogee	39.9	594	163	94	49	33	22	30	71	34	2
BartlesvilleWashington.			38		13	25	20	22	26	15	9	NormanCleveland	34.7	266	40	49	23	22	14	23	30	15	14
BlackwellKay		144	24		9	12	10	16	12	18	7	Oklahoma											
ChickashaGrady		232	38		17	13	20	25	28	19	6	CityOklahema		3,292	574	665	309	199	212	237	404	137	15
ClintonCuster	9.0	160	24		8	16	15	18	21	15	5	OkmulgeeOkmulgee	19.8	225	54	34	13	18	13	28	23	11	1
CushingPayne			28		12	10	9	14	20	14		Pauls Vailey. Garvin		143	20	26	9	15	9	10	17	14	1
DuneanStephens		1000	57		16	15	20	16	28	23	6	Ponca CityKay		310	40	50	22	30	29	31	38	22	1
DurantBryan		-	38		17	13	14	23	28	13	4	SapulpaCreek	1		36	42	9	7	9	21	30	9	1
El Rene Canadian	11.2		31		9	10	9	16	24	21	6	SeminaleSeminale	11.8	0.00	45	31	14	13	12	17	24	11	1
Elk CityBeckham	1		20		13	9	5	16	21	13	7	Shawnee Pottawatomic	-		93	54	23	25	22	32	48	16	1
EnidGarfield			74		35	48	43	54	67	29	14	StillwaterPayne			27	45	16	24	31	22	23	13	1
GuthrieLogan		171	35		16	9	12	13	21	14	5	TulsaTulsa	254.2	2,591	435	496	264	172	166	180	294	111	112
GuymonTexas			13		8	11	8	8	15	11	3	WoodwardWoodward	6.5	136	13	28	15	11	9	14	13	15	4
Lawton Comanche	57.2	533	94	110	29	50	40	41	56	32	17											-	

EFFECTIVE

POPULATION

COUNTIES to the tropol counties and the tropol counties and the tropol counties are tropol counties. The tropol counties are tropol counties are tropol counties are tropol counties are tropol counties. The tropol counties are tropological counties are tropological counties. The tropological counties are tropological counties are tropological counties. The tropological counties are tropological counties are tropological counties. The tropological counties are tropological counties are tropological counties. The tropological counties are tropological counties are tropological counties. The tropological counties are tropological counties are tropological counties are tropological counties. The tropological counties are tropological counties are tropological counties are tropological counties. The tropological counties are tropological counties are tropological counties are tropological counties. The tropological counties are tropological counties. The tropological counties are tropological counties are tropological counties are tropological counties. The tropological counties are tropological counties are tropological counties are tropological counties. The tropological counties are tropological counties are tropological counties are tropological counties are tropological counties. The tropological counties are tropological counties are tropological counties are tropological counties. The tropological counties are tropological counties.	ro- oli- an rea (	Total (thou-sands)  12.2 8.2 10.6 6.3 18.3 9.1 12.6	0071 .0047 .0062 .0037 .0106 .0052 .0073	House-holds (thou-sands)  3.1 2.6 2.8 1.8 5.8	Con- sumer Spend- ing Units (thous.) 3.1 2.6 2.8	Urban Pop. (thou- sands)	Net Dollars (000) 8,311 11,423	% of U.S.A.	Per Capita	Per Haid.	Income Per C. S. U.	\$0-2 %	,499 %		ome B	\$4,000		\$7,000		\$10,000	Dārove
Adair Adair Alfalfa Ataha  Beaver Beckhain Elk City Blaine Durant Caddio Canadian El Reno Carter Ardmore Cherukes	an (	12.2 8.2 10.6 6.3 18.3 9.1 12.6	.0071 .0047 .0062 .0037 .0106 .0052	3.1 2.6 2.8	Spending Units (thous.) 3.1 2.6	(theu-sands)	Dollars (000)	U.S.A.			Per	\$0-2		\$2,500	-3,999	637	-8,999	\$7,000	9,999	\$10,000	0& ave
Alfalfa Ataka  Beaver Bockham Elk City Blaine  Bryan Durant Caddio Canadian El Reno  Carter Ardmore Cherukes		8.2 10.6 6.3 18.3 9.1 12.6	.0047 .0062 .0037 .0106 .0052	2.6 2.8 1.8	2.6			.0028				Halds.	Inc.	Helds.	lne.	Halds.	Inc.	Hsids.	Inc.	Halds.	%
Atsha.  Beaver Beckham Elk City Blaine  Bryan Durant Caddo Canadian El Reno  Carter Ardmore Charukse		10.6 6.3 18.3 9.1 12.6	.0062 .0037 .0106 .0052	2.8			11 423		681	2,681	2,636	61.0		24.8	30.9		23.1	2.4	7.3	.7	
Beaver Beckham Elk City Blaine  Bryan Durant Caddo Canadian El Reno Carter Ardmore Charukes		6.3 18.3 9.1 12.6	.0037 .0106 .0052	1.8	2.8			.0038	1,303	4,393	4,355		11.6	27.0	20.4		35.3		13.0	4.5	
Beckham Elk City Blaine.  Bryan Durant Caddo Canadian El Reno Carter Ardmore Charukse		18.3 9.1 12.6	.0106 .0052			1.8	8,448	.0029	797	3,017	2,975	52.5	26.8	27.6	30.7	15.9	28.7	2.8	7.7	1.2	6.1
Elk City. Blaine.  Bryan. Durant. Cadde. Canadian. El Reno.  Carter. Ardmore. Cherukes.		9.1 12.6	.0052	5.8	1.8		10,466	.0035	1,661	5,814	5,621	21.4	8.7	27.0	15.6	32.3	30.4	9.9	14.2	9.4	34.1
Blaine  Bryan Durant Cadde. Canadian El Reno Carter Ardmore Cherukes		12.6	-71		6.0	11.6	27,888	.0093		4,808	4,806	28.5	9.2	25.4	17.9	32.7	37.6	8.4	14.6	5.0	20.7
Bryan. Durant. Caiddo. Canadian. EI Reno. Carter Ardmore. Charukse.			.0073	2.9	3.0		14,487	.0049		4,996	4,764	27.2	8.5	23.4	15.9	34.9	38.6	9.2	15.4	5.3	21.6
Durant. Cadds. Canadian. El Reno. Carter. Ardmore. Cherukes.		26.0		3.7	3.7	2.7	14,561	.0049	1,156	3,938	3,900	35.7	13.9	29.2	24.7	28.9	37.1	5.4	11.3	2.8	13.0
Durant. Caddo Canadian. El Reno.  Carter Ardmore Charukes.			.0151	7.6	7.7	11.2	24,397	.0082	938	3,210	3,167	45.9	23.4	27.8	28.9	18.5	31.5	3.2	8.3	1.6	7.9
Carter Ardmore Cherukes		11.2	.0066	3.4	3.8		13,456	.0045	1,201	3,958	3,496	42.9	18.0	25.8	23.6	23.9	35.6	5.0	11.2	2.4	11.6
Carter		26.9	.0157	7.8	8.0	4.9	30,369	.0102	1,129	3,893	3,772	36.9	14.7	29.2	25.2	26.0.	36.9	5.5	11.9	2.4	11.3
Carter		23.1	.0134	6.8	6.9	11.2	31,852	.0107	1,379	4,684	4,581	27.1	8.9	27.5	19.7	32.2	37.5	8.8	15.4	4.4	18.5
Ardmore		11.2	.0065	3.7	3.7		17,414	.0058	1,555	4,706	4,607	24.4	8.0	26.9	19.1	35.5	41.2	9.4	16.5	3.8	15.2
Ardmore		44.9	.0261	13.8	13.8	31.3	60.329	.0202	1,344	4,372	4,386	34.1	11.9	24.7	18.6	29.7	36.8	7.2	13.4	4.3	19.3
		28.7	.0167	9.3	9.3		41,196	.0138	1,435	4,430	4,423	33.9	11.7	24.9	18.5	29.2	35.7	7.3	13.5	4.7	20.6
Chastaw		13.2	.0077	3.4	3.6	3.4	10,516	.0035	797	3,003	2,849	56.0	29.6	26.1	29.9	14.0	26.3	2.7	7.7	1.2	6.5
		14.3	.0083	3.9	4.3	4.2	12,428	.0042	868	3,187	2,850	56.2	29.6	24.3	27.7	15.8	29.6	2.6	7.5	1.1	5.6
Cimarron		4.1	.0024	1.1	1.1		7,556	.0025	1,843	6,000	8,000	21.5	4.8	21.8	10.7	28.5	22.6	14.0	16.8	14.2	45.1
Cleveland		42.8	.0249	10.7	16.4	34.7	59,924	.0201	1,400	5,600	3,649	36.8	13.2	19.6	15.2	31.7	40.4	8.2	15.7	3.7	15.5
Norman		34.7	.0201	8.4	15.2		55,762	.0187	1,807	6,638	3,649	34.0	11.3	16.4	11.9	35.4	41.9	9.7	17.4	4.5	17.5
Coal		5.9	.0034	1.4	1.5		4,454	.0015	785	3,181	2,803	55.4	28.7	26.1	30.3	14.9	28.4	2.9	8.4	.7	3.2
Comanche 220	28	74.0	.0430	20.5	26.3	57.2	100,580	.0364	1,487	5,298	4,122	29.5	9.8	23.0	16.5	34.0	40.2	9.5	17.0	4.0	16.8
ALawton		57.2	.0333	18.0	18.3		76,767	.0258	1,342		4,193	33.6	12.1	25.5	20.0	29.8	38.1	7.8	15.1	3.3	14.7
Cetton		9.1	.0053	2.6	2.6	2.4	10,205	.0034	1,121		3,911	39.5	15.3	27.2	23.0	24.1	33.2	5.8	12.2	3.4	16.3
Craig		16.1	.0094	4.2	4.3	4.9	14,146	.0048	879	3,368	3,229	46.8	21.8	28.2	28.7	19.9	32.9	3.5	8.8	1.6	7.8
Creek		41.2	.0239	12.6	12.9	24.5	50,301	.0168	1,221	3,992	3,885	35.7	13.8	24.8	20.8	31.0	42.6	6.3	13.2	2.2	9.6
Sapulpa		14.9	.0086	4.5	4.8		20,313	.0068	1,363	4,514	4,163	29.2	10.3	25.1	19.4	35.3	44.3	7.6	14.4	2.8	11.6
Custer	- 1	17.8	.0104	5.5	6.0	12.5	24,306	.0082	1,388	4,419	4,028	33.8	12.3	27.4	21.8	28.2	36.5	7.1	13.8	3.5	15.6
Clinton		9.0	.0053	2.7	3.2		13,820	.0046	1,536	5,119	4,291	27.8	9.1	27.0	19.3	32.0	37.3	8.6	15.2	4.6	19.1
Delaware		10.9	.0063	3.0	3.1		8,960	.0030	822	2,987	2,887	54.5	28.6	25.9	30.7	14.9	27.7	2.8	7.2	1.1	5.8
Dewey		6.6	.0039	1.8	1.8		6,708	.0022	1,016	3,727	3,884	41.7	17.2	28.4	23.8	24.2	35.4	5.2	11.5	2.5	12.1
Ellis	- 1	6.9	.0040	2.1	2.1		11,245	.0038	1,630	5,355	5,175	28.1	8.1	25.6	16.1	28.3	29.0	9.9	15.4	8.1	31.4
Garfield 204	04	50.5	.0293	15.7	17.8	43.2	82,122	.0275	1,626	5,231	4,594	23.6	7.3	25.2	17.1	35.9	40.9	9.6	16.0	4.7	18.7
△Enid		43.2	.0251	14.2	15.5		72,098	.0242	1,669	5,077	4,644	24.0	7.5	25.4	17.4	36.6	40.9	9.4	15.8	4.6	18.4
Garvin		32.4	.0189	9.3	9.3	11.2	37,121	.0125	1,146	3,982	3,974	36.2	13.8	25.0	20.8	29.4	39.9	8.8	13.9	2.6	11.6
Pauls Valley		7.8	.0045	2.3	2.3		10,303	.0034	1,321	4,480	4,298	27.0	9.4	25.3	19.2	36.6	45.2	8.5	15.8	2.6	10.4
Grady		31.3	.0182	9.6	10.2	16.8	38,683	.0129	1,236	4,029	3,763	30.4	15.5	27.1	23.4	24.5	34.3	6.1	12.9	2.9	13.9
Chickasha		16.8	.0098	5.4	6.1		23,872	.0080	1,421	4,421	3,882	37.5	14.0	25.7	20.9	25.9	34.4	7.4	14.8	3.5	15.9
Grant		7.9	.0046	2.3	2.5		12,541	.0043	1,587		4,844	28.4	8.5	25.9	16.7	28.4	29.9	9.3	14.8	7.7	30.1
Greer		8.4	.0048	2.5	2.5	3.1	9,461	.0033	1,174	3,944	3,943	36.5	14.1	30.0	25.1	24.3	33.3	8.0	12.5	3.2	15.0
Harmon		6.3	.0037	1.7	1.7	2.4	9,866	.0033	1,566	5,804	5,496	20.0	7.8	24.3	14.2		24.6	10.6	15.2	10.4	38.2
Harpor		4.7	.0027	1.3	1.4		7,785	.0026	1,656	5,988	5,373	24.2	6.4	24.3	14.1	31.0	29.4	11.0	15.8	9.5	34.3
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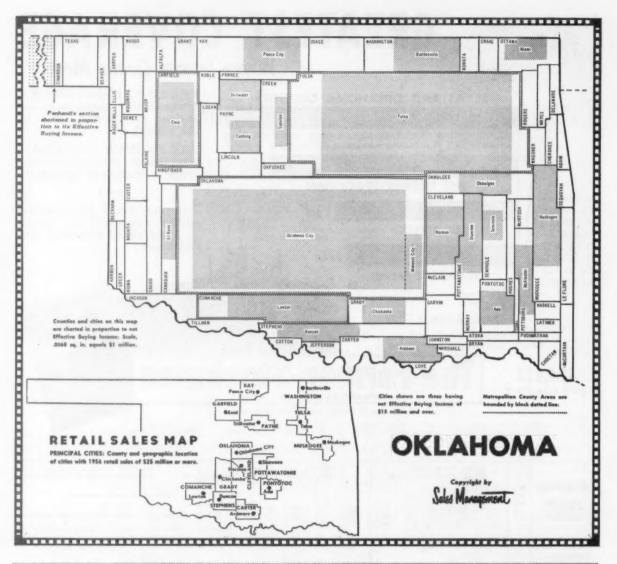
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		•	M P	DPULAT	ION ES, 1/1/	58	EF BU	FECTIVI	COME	_ (	M ES	TIMAT	ES, 1	957						pinal, or AGEME	
OKLAHOMA	Me- tro-			House-	Con-	Urban					Income			Inc	come B	reakder	wn of I	lousohe	lds		
CITIES (continued)	tan Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (theu- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2, % Hslds.	07	\$2,500 Halds.	% Inc.	\$4,000 % Haida	0/0	\$7,000 % Halda	Qr.	\$10,000 % Halds.	
Hughes		18.1	.0008	4.4	4.5	4.7	15,196	.0051	1,006	3,454	3,341	46.0	20.8	27.0	28.5	21.0	33.6	4.2	10.2	1.8	8.9
Jackson		25.2	.0147	7.7	7.7	18.9	32,266	.0108	1,280	4,190	4,157	33.6	12.2		23.8	28.2	33.9	6.6	12.8		17.3
Altus		15.9	.0092	5.2	5.3		21,593	.0073	1,358	4,153	4,151	34.0	12.4	29.6	23.6	26.2	34.1	6.5	12.8	3.7	17.1
Jefferson		9.0	.0052	2.6	2.8		10,530	.0035	1,170	4,050		39.6	15.8	27.8	24.0	23.9	33.8	5.7	12.1		14.3
Johnston		8.9	.0052	2.3	2.5		7,096	.0024	797		2,807	56.0	30.0	25.3	29.4	15.3	29.2	2.7	7.9	.7	3.5
Kay		49.7	.0289	15.8	16.3	40.2	78,213	.0262			4,770	24.6	7.7		15.4	38.1	42.4	10.3	17.4		17.1
Ponea City		25.6	.0149		8.7		45,228	.0151	1,767	5,321	5,174	21.1	6.1	21.3	13.4	40.0	41.2	12.2	18.9	5.4	20.4
Blackwell		11.0	.0064	3.5	3.6		16,198	.0055	1,473	4,628	4,383	25.9	8.8	23.3	17.2	39.7	47.8	8.3	15.1	2.8	11.1
Kingfisher		10.4	.0080	3.0	3.0	2.7	13,653	.0046		4,551	4,501	32.5			19.5	28.6	34.1	7.1	12.8	-	22.7
Klowa		14.4	.0084	4.3	4.4	4.1	18,707	.0063	1,299		4,179		11.9	28.2	22.0	27.2	34.6	7.6	14.6	3.8	16.9
Latimer		7.0	.0041	1.0	2.0		6,252	.0021	893	3,291	2,999	51.3	25.6	27.3	29.7	17.0	30.2	3.1	8.2	1.3	6.3
Le Flore		26.2	.0152	7.1	7.1	4.8	22,251	.0074	849	3,134	3,099	49.4	24.2		29.4	18.6	32.3	3.2	8.5	1.2	5.6
Lincoln		18.9	.0110	5.6	5.6	2.3	19,841	.0067	1,050	3,543	3,536		18.4		24.7	24.0	36.6	5.0	11.5	1.9	8.8
Logan		18.6	.0108	5.7	6.7	10.5	24,037	.0081	1,292	4,217	3,554	41.7	16.9	24.3	21.6	25.1	38.2	6.3	13.7		11.6
Guthrie		10.5	.0061	3.3	3.9		14,497	.0048	1,381	4,393	3,687	38.5	15.0	24.6	20.7	27.5	38.0	6.7	14.1	2.7	12.2
Love		6.5	.0038	1.6	- 1.7		5,147	.0017	792	3,217			25.1	26.6	28.7	18.3	32.4	3.9	10.4	.8	3.4
McClain		14.3	.0083	4.1	4.2	3.5	14,676	.0049		3,580			18.1	28.3	26.8	23.4	36.0	4.5	10.4	1.9	8.7
McCurtain		20.8	.0121	5.4	5.4	3.2	15,306	.9051	736	2,834	2,804	54.6	29.6	27.7	32.6	15.0	28.9	2.1	6.0	.6	2.9
McIntesh		12.5	.0073	3.2			9,094	.0031	726			96.4	29.7	27.0	31.6		27.2	2.4	8.9	.9	4.6
Major		8.4	.0048	2.5	2.5		11,142	.0037	1,326		4,376	31.6	10.9	27.5	20.5	28.6	35.1	8.1	15.0	4.2	18.5
Marshall		6.7	.0039	2.0	2.0	2.3	8,027	.0027	1,198	4,014	3,898	39.7	15.3	23.4	19.8	28.0	38.4	5.8	11.9	3.1	14.6
Mayes		17.7	.0103	4.9	4.0	4.1	16,394	.0055		3,346		45.3		28.0			34.5	3.7	9.1	1.7	8.0
Murray		11.0					13,511	.0045		4,094	3,875	39.4	15.7	26.8	23.3	24.7		6.5	14.0	2.6	12.0
Muskeges		57.0	.0332	16.8	17.9	39.9	71,128	.8239		4,234		37.3	14.0	25.2	20.5	27.8	35.9	7.1	14.2	3.4	15.4
Muskogee		39.9	.0232	13.0	14.0		58,124	.0195	1,457	4,471	4,138	34.7	12.4	24.8	19.2	28.9	36.6	7.8	15.0	3.8	16.8

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OKLAHOMA		0		OPULAT STIMAT		58	EFI BU	FECTIVE YING II	E NCOME	_ (	M ES	TIMA	TES, 1	967	The	e "SM" e estima				ginal, e: AGEME	
COUNTIES	Me- tro- poli-			House-		Urban					Income			Inc	come B	ireakdev	wn of H	leuseho	ida		
CITIES (continued)	tan Area	(thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dullars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	#0-1 % Halda	%, inc.	\$2,500 % Halda	% inc.	\$4,000 % Haids.	%	\$7,000 % Halda.		\$10,000 % Halda.	
Noble		9.7	.0056	3.0	3.0	4.1	12,375	.0041	1,276	4,125	4,065	33.0	12.3	27.0	21.9	29.9	39.5		14.7	2.7	11.6
Nowata		11.5	.0067	3.4	3.4	3.6	12,886	.6643	1,121	3,790	3,746	39.4	15.9	25.4	22.4	27.3	39.2	8.7	12.4	2.2	10.1
Okfuskee		13.4	.0078	3.7	3.7	2.8	12,658	.6641	900	3,259	3,201	49.7	21.5	28.5	27.4	18.8	31.5	3.1	7.9	1.9	9.7
Oklahoma	102	406.6	.2384	130.0	138.6	358.1	716,081	.2401	1,761	5,508	5,165	20.8	5.9	23.4	14.5	38.2	38.6	11.5	17.6	6.3	23.4
▲Oklahoma City	1	296.8	.1726	99.3	105.3		543,565	.1823	1,831	5,474	5,162	20.9	6.0	23.7	14.7	37.7	38.2	11.4	17.5	6.3	23.6
Midwest City		26.8	.0156	7.8	7.8		43,350	.0145	1,618	5,558	5,488	17.0	4.7	21.0	12.5	42.5	41.6	13.6	20.1	5.9	21.1
Okmulgee		37.8	.0220	11.2	11.9	23.5	44,953	.0151	1,189	4,014	3,770	37.3	14.7	28.1	22.4	28.7	40.2	5.5	11.8	2.4	10.9
Okmulgee	11 /	19.8	.0115	6.4	7.0		26,712	.0090	1,349	4,174	3,798	36.3	14.0	26.5	22.4	28.7	39.6	5.8	12.1	2.7	11.9
Osage		34.7	.0201	10.0	10.0	11.0	A3,946	.0147	1,266	4,395	4,352	31.7	11.0	22.7	17.3	34.0	42.0	8.2	15.3	3.4	14.4
Ottawa		28.3	.0165	8.8	8.9	17.3	35,870	.0120	1,287	4,076	4,007	33.9	12.8	27.0	22.1	30.4	40.7	6.0	12.1	2.7	12.3
Miami	1 3	13.5	.0078	4.6	4.7		20,605	.0069	1,526	4,479	4,366	28.9	9.9	25.6	19.3	34.5	42.2	7.5	13.8	3.5	14.8
Pawnee	8	12.4	.0072	3.7	3.9	2.6	14,159	.0048	1,142	3,827	3,581	42.0	17.5	28.1	23.6	24.3	35.9	5.2	11.6	2.4	11.4
Payne		45.3	.0263	12.8	19.6	40.4	72,362	.0242	1,597	5,653	3,680	34.9	12.3	19.6	15.2	33.7	42.3	8.3	15.8	3.5	14.4
Stillwater	1 /	25.3	.0147	6.2	12.9		44,711	.0150	1,767	7,211	3,452	35.9	12.2	13.3	10.0	37.1	45.0	9.7	17.8	4.0	15.0
Cushing		11.7	.0068	3.9	4.1		18,182	.0081	1,554	4,662	4,386	29.9	10.1	24.2	17.8	33.6	40.3	8.4	15.3	3.9	16.5
Pittsburg		33.4	:0105	9.3	9.3	19.8	32,978	.0111	987	3,546	3,535	41.7	17.9	28.2	26.3	23.3	35.6	5.0	11.6	1.8	8.6
McAlester		19.5	.0114	5.6	5.8		22,395	.0075	1,148	3,999	3,840	36.4	14.2	27.7	23.5	27.0	37.5	6.4	13.4	2.5	11.4
Pontatee		30.2	.0175	9.1	9.7	18.4	38,631	.0129	1,279	4,245	3,958	35.8	13.4	25.8	20.7	29.4	39.1	6.1	12.4	3.2	14.4
Ada		18.4	.0107	5.9	6.7		28,315	.0095	1,539	4,799	4,222	32.2	11.0	24.0	17.8	33.0	38.8	7.5	13.8	4.3	18.6







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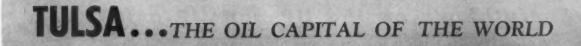


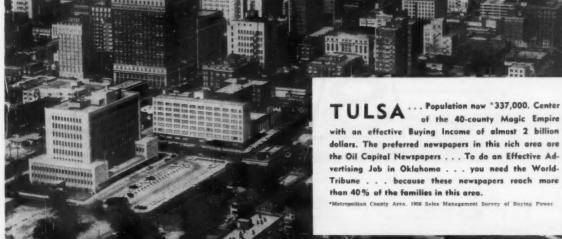
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COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdow	m of H	leuseho	lda		
CITIES (continued)	tan Area	Total (thou- sands)	% U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	u.s.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Hsids.	%	\$2,500 % Helds.	%	\$4,000- % Halda.	%	\$7,000 % Haids.	%	\$10,000 % Halds.	%
Pottawatomie		44.3	.0258	13.3	13.9	28.2	52,512	.0178	1,185	3,948	3,775	37.0	14.7	28.9	23.2	28.1	30.6	5.7	12.2	2.3	10.3
Shawnee		28.2	.0164	8.6	9.8		38,373	.0128	1,361	4,462	3,902	33.5	12.4	25.6	20.6	31.2	41.2	6.9	13.8	2.8	12.0
Pushmataha		9.5	.0055	2.5	2.5	2.0	7,166	.0024	754	2,866	2,825	56.3	30.3	26.3	30.7	13.9	28.5	2.5	7.3	1.0	5.2
Roger Mills		5.5	.0032	1.5	1.5		5,795	.0020	1,054	3,863	3,665	34.7	14.2	30.7	27.2	27.5	39.9	5.5	12.0	1.6	8.7
Rogers		17.4	.0101	5.0	5.5	4.9	19,715	.0066	1,133	3,943	3,550	40.5	18.8	26.1	23.5	25.6	37.6	8.7	12.8	2.1	9.3
Seminale		37.2	,0216	10.5	10.5	22.2	44,165	.0148	1,187	4,208	4,178	33.1	12.0	22.5	17.8	34.5	44.4	7.2	14.1	2.7	11.7
Holdenville		24.9	.0145	7.9			38,308	.0108	1,898	4.090											-
Seminolė		11.8	.0068	3.5	3.5		15,256	.0051	1,293	4,359	4,337	29.5	10.3	23.7	18.0	36.5	45.4	7.4	13.9	2.9	12.4
Sequoyah		16.1	:0894	4.0	4.0	2.3	11,955	.0040	743	2,989	2.934	52.5	27.1	28.3	31.9	15.8	29.0	2.2	8.1	1.2	5.9
Staphens		36.8	.0213	11.1	11.4	26.4	51,960	.0174	1,420	4,681	4,521	27.3	9.0	24.7	17.8	35.3	41.5	8.8	15.9	3.8	15.8
Duncan		23.0	.0134	7.2	7.5		35,424	.0119	1,540	4,920	4,703	24.8	7.8	23.5	16.3	37.5	42.2	10.0	16.9	4.2	16.8
Texas		12.8	.0074	3.6	4.0	8.4	28,857	.0090	2,083	7,405	6,800	17.0	3.6	17.9	8.5	35.8	27.2	14.9	17.1	14.4	43.6
Guymon		6.4	.0037	1.9	1.9		13.013	.0044	2,033	6,849	6.520	17.6	4.0	18.2	9.0	37.3	29.9	14.4	17.5	12.5	39.6

#### **Definition of Consumer Spending Unit**

The "consumer spending unit" is closely related to the Census term "families and unrelated individuals"... which adds to the number of private households the income-receiving units living in quarters not classified as dwelling units (boarding houses, hotels, military barracks, colleges, etc.), as well as so-called "doubled-up" married couples or parent-child groups sharing the living quarters of relatives, and unrelated individuals living alone or with other families.

O SM, 1958.





TULSA WORLD . TULSA TRIBUNE

MORNING . EVENING . SUNDAY

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

		•	M PO	OPULAT BTIMAT	ION ES, 1/1/	58		FECTIVI		_ 6	M E	TIMAT	ES, 1	957	Th	e "SM" e estima	' symt	sales	rk orig	inal, e AGEME	KClu- ENT.
COUNTIES	tro-			House-	Con-	Urban					Income			Inc	zema B	reakdov	vn of H	lausaha	ldis		
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	heids (thou- sands)	Spend- ing Units (thous.)		Net Dollars (000)	U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2, % Hsids.	498 % Inc.	\$2,500 % Halda.	-3,999 % Inc.	\$4,000 % Halda.	-6,999 % Inc.	\$7,000 % Hsids.	-9,999 % Inc.	\$10,000 % Halds.	%
Tillman		18.1	.0088	4.4	4.4	4.7	18,983	.0063	1,257	4,314	4,200	34.8	12.3	27.7	21.4	26.0	32.8	7.0	13.3	4.5	20.2
Tulsa	154	337.6	.1983	107.2	114.7	285.0	624,694	.2095	1,850	5,827	5,448	19.9	5.3	21.8	12.8	38.1	36.5	12.6	18.2	7.6	27.2
▲Tulsa		254.2	.1478	84.8	91.1		503,735	.1689	1,982	5,940	5,527	19.4	8.1	21.3	12.4	38.3	35.9	13.0	18.4	8.0	28.2
Wagener		13.9	.0081	3.8	3.8	3.8	12,084	.0040	889	3,180	3,176	49.1	23.5	27.6	28.8	18.3	31.0	3.4	8.9	1.0	7.8
Washington		40.0	.0232	12.6	13.5	31.2	79,005	.0265	1,978	6,270	5,829	18.9	4.7	19.2	10.4	37.6	33.4	15.1	20.3	9.2	31.2
Bartlesville		29.2	.0170	9.5	10.3		64,314	.0215	2,199	6,750	6,180	16.0	8.7	18.0	9.3	38.8	32.1	16.5	20.7	10.7	34.3
Washita		14.2	.0083	4.1	4.1	2.3	17,423	.0059	1,227	4,250	4,157	32.4	11.7	28.7	22.8	29.2	37.6	8.2	12.2	3.5	15.9
Woods		12.7	.0074	3.9	4.2	7.2	20,818	.0069	1,639	8,338	4,884	28.9	8.0	24.4	18.9	31.9	33.8	10.1	16.2	6.7	26.1
Alva		7.2	.0042	2.3	2.6		12,337	.0041	1,713	5,364	4,729	26.8	8.1	24.4	16.1	33.0	35.4	9.5	15.4	6.3	25.0

SM Standard (A) and Potential (A) Metropolitan County Areas.

C SM, 1958.

#### Everything's on the UP and UP at KTUL-TV

Total Effective Buying Income®

**UP** to \$1,796,919,000

Total Population for Area*

**UP** to 1,337,800

Total Retail Sales for Area* Total Food Sales **UP** to \$1,335,127,000

for Area*
Furniture, House-hold Appliances*

**UP** to \$ 305,198,000

Automotive Sales

**UP** to \$ 68,959,000

Automotive Sale for Area® **UP** to \$ 318,993,000

Gas Station Sales for Area* UP to \$ 114,642,000

* 42 counties in Oklahoma, Arkansas, Kansas and Missouri. Figures from Survey of Buying Power, 1958 issue. Yes sir, in Eastern Oklahoma there's no moanin' and groanin' among businesses who are going after sales on Tulsa's KTUL-TV. Check the latest figures, shown here, and elsewhere in Survey of Buying Power. You'll find everything is on the UP and UP at KTUL-TV!



Channel 8

Represented by AVERY-KNODEL

P. O. Box 9697 — Tulsa, Oklahoma

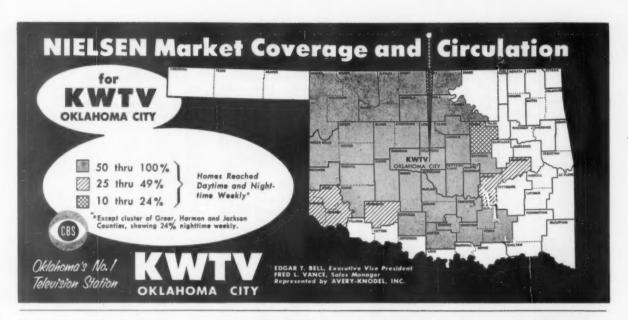
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				3.5										*** ***					0.00		4.4	18.9 18.9
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	2,28	1.0 1	3087	673.8	722.1	1,358.2	3,221,	618	1.0802	1,431	4,781	4,4	61 3	0.7 10.	2 24.4	17.8	31.8	37.2	8.7	15.4	4.6	19.6
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	Ma-			RET	AIL S	ALES-	OW E	STIMA	TES, 1	957						
COUNTIES	tro- poli- tan Area	Total Retail Sales (\$000)	% U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality	Index of Sales Production	Faud (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Adair		5,495	.0027	1,773	.0036	81	38	1,272	191	571	225	81	1,248	234	1,081	186
Alfalfa		8,985	.0044	3,456	.0041	87	94	1,812	340	406	133	226	2,279	1,181	1,534	427
Atoka		5,695	.0029	2,034	.0036	58	47	1,527	385	528	80	283	1,507	887	380	169
Beaver		4,634	.0023	2,574	.0032	86	62	956	237	166	254	37	908	1,026	683	264
Beckham		24,265	.0121	4,182	.0104	98	114	6,173	1,234	2,763	752	517	6,380	2,869	1,480	818
Elk City		12,922	.0065		.0054	104	125	3,055	633	1,801	410	403	3,383	1,459	560	479
Blaine		12,613	.0063	3,409	.0058	79	86	2,982	488	459	433	301	2,887	1,595	1,888	402

O SM, 1958.

OKLAHOMA	Me-			RE	TAIL 8	ALES-	SM) E	STIMA		957		The	"SM" s estimates	ymbels ma by SALES	rk eriginal MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Fer Held. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (3000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Bryan		22,827	.0114	3,004	.0105	70	78	5,589	1,612	2,264	824	1,000	5,399	1,785	1,919	63
Durant		18,021	.0090	9.419	.0063	95	136	3,779	625	1,933	798	999	5,376	1,511	1,496	98
Canadian		28,618 25,986	.0133	3,413 3,821	.0122	78	85 97	7,000 8,300	1,141	1,887	647 523	844 801	6,195 7,647	3,433 2,943	3,415 2,705	72
El Reno		16,763	.0084	0,021	.0067	108	129	3,839	732	1,677	507	766	4,210	2,137	1,496	60
Carter		48,738	.0244	3,532	.0228	87	93	12,229	2,734	8,176	2,120	3,205	9,805	3,966	5,792	1,41
Ardmore		37,041	.0185		.0158	95	111	8,527	1,942	5,444	1,856	2,864	7,111	2,354	4,807	1,04
Cherokee		10,609 7,599	.0053	3,120 1,948	.0049	84 59	89 48	2,801 2,493	411 536	646 539	630 284	402 281	2,948 1,883	802 699	708 382	36
	- 1															
Imarron		4,912 35,282	.0024	4,465 3,297	.0024	100	100 71	1,057 9,182	258 3,431	484 2,996	53	1,979	847 6,456	725 3,215	1,019	1,48
Norman		31,280	.0156	0,000	.0181	90	78	8,402	2,462	2,779	1,917	1,868	5,996	2,531	2,113	1,37
Coaf		3,262	.0017	2,330	.0020	59	50	902	108	578	31	455	524	402	85	10
Comanche	228	74,999	.0374	3,658	.0380	88	87	15,248	4,713	8,469	4,222	4,049	18,863	5,397	7,008	2,72
△Lawton		69,852	.0349		.0300	90	105	13,631	4,229	8,225	4,222	3,643	18,448	4,491	6,332	2,62
Cotton		6,442	.0032	2,478	.0037	70	60	1,857	310	392	229	197	1,919	446	1,161	14
Craig		14,723	.0074	3,505	.0065	69	79	2,150	965	1,722	525	769	2,709	2,254	2,485	27
Creek		32,950	.0165	2,615	.0181	76	69	8,724	1,627	3,191	805	1,708	8,815	3,978	1,749	1,12
Sapulpa		15,015 24,662	.0075	4,484	.0074	86 95	87 118	3,571 4,235	747 1,528	1,701	367	1,093	4,219	1,634	766	58 99
Clinton		14,290	.0071	4,404	.0055	104	134	2,654	888	1,148	981 680	891	7,036 4,539	2,453 1,170	3,700 1,566	50
Delaware		6,309	.0026	1,770	.0036	57	41	1,773	292	765	58	34	968	667	158	11
Dewey		4,724	.0024	2,624	.0026	67	62	1,388	160	293	55	117	920	926	539	16
Ellis		5,216	.0028	2,484	.0034	85	65	1,386	194	235	120	127	1,022	448	848	21
Garffeld	204	78,266 70,507	.0391	4,985	.0314	107	133 140	21,170 19,674	3,348	9,498 8,752	4,199 4,116	3,368	12,484 10,956	9,407 8,335	8,273 6,682	2,77
Garvin		24,871	.0124	2,674	.0137	72	- 06	6,373	1,378	1,881	1,048	1,056	6,328	2,532	2,749	69
Pauls Valley		12,181	.0061	-,	.0044	98	138	3,067	677	1,073	786	474	3,300	974	994	35
Grady		34,326	.0172	3,576	.0153	84	90	7,766	1,320	3,851	1,720	1,631	8,774	2,861	3,385	1,10
Chickashs		27,462 8,543		3,714	.0101	103	140 93	5,733 2,208	974 296	3,225 333	1,720	1,564 250	7,519 1,324	2,210 728	2,097 1,524	84
											81					
Greer		7,397 6,949	.0037	2,950	.0037	77	77	1,774	229	574	311	378	1,386	819	1,167	31
Harmon		4,535	.0034	4,088 3,488	.0034	92	92 85	1,974	415 239	667 144	144 123	289 115	1,511	516 539	621 500	27
HaskellHughes See Seminole- Wewoka- Holdenville		5,149 11,830	.0028	1,980 2,691	.0038	57	43 87	1,682 3,308	120 566	877 1,129	38 451	386	1,085 3,425	458 599	1,140	10
Altus		25,338 21,549	.0127	3,291	.0121	82 95	86 117	4,731 3,924	1,549	2,233 2,094	1,387	1,872	5,423 5,307	2,821 1,793	3,484 2,994	84 74
lefferson		8,271 4,360	.0041	3,181 1,896	.0040	77 56	79 42	2,084 1,722	569 202	580 220	29	247 161	2,382 687	676 411	1,058	21
Kay		59,376	.0296		.0278	96	102	14,543	2,541	4,644	2,788	3,496	15,734	4,051	6,257	2,20
Ponca City		33,941	.0170		.0156	108	114	8,459	1,214	3,286	1,884	2,139	7,823	2,457	3,386	1,29
Blackwell		15,316	.0077		.0063	98	120	3,743	651	907	650	883	4,860	781	1,758	57
Kingfisher		11,819		3,940	.0053	88	98	2,567	582	736	149	135	3,244	1,045	2,254	34
Klowa		15,796 2,882			.0072	86 56	94 37	3,833 1,228	837 141	1,704 150	462 83	540 50	3,588 549	1,391 347	2,578 94	88
Le Flore		14,685	.0073	2,068	.0089	69	48	4,642	481			456				45
Lincoln		18,798	.0094	3,357	.0084	76	85	3,802	1,324	2,030 1,630	390 365	527	3,743 4,880	1,401 3,099	2,008	47
Logan		18,449	.0092		.0090	83	85	3,885	703	1,685	650	820	5,307	1,933	1,492	67
Guthrie		12,540	.0063		.0055	90	103	2,879	542	1,202	650	638	3,399		1,089	48
.ove		4,213	.0021	2,033	.0022	58	55	1,486	478	168	41	180	745	282	486	14
McClain		9,221	.0046	2,249	.0055	66	55	2,395	516	541	262	584	2,066	1,424	765	26
McCurtain		13,177	.0066	2,440	.0069	57	55	3,937	820	1,636	884	394	2,857	1,034	802	5.0
McIntosh		7,746	.0039	2,421	.0042	58	53	1,701	331	800	147	228	1,688	1,107	1,001	18
Major Marshall		5,467 5,219	.0027	2,187 2,610	.0038	75 74	56 67	1,377	230 280	308 472	71 314	157 171	1,290	753 568	872 536	21
						-										
Vlay08		16,172 11,974		3,300	.0073	71 83	79	3,757	1,148 656	1,428	380	404	3,715	1,421	2,552	8

SM Standard (A) and Potential (A) Metropolitan County Areas. © SM, 1958. Before using these figures read foreword, page 13.



OKLAHOMA	Me-			RJEJT	AIL S	ALES-	SM E	STIMA	TES, 1	957					rk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	Genera' Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Muskogee		59,100	.0295	3,518	.0278	83	88	15,858	2,703	8,811	2,458	2,495	11,127	8,038	4,014	2,383
Muskogee		52,370	.0262		.0223	96	113	13,924	2,186	7,925	2,459	2,318	10,807	4,752	2,955	2,019
Nobie		10,792	.0084	3,597	.0047	84	98	2,106	577	758	203	238	2,370	1.475	1,723	373
Nowata		8,513	.0042	2,504	.0048	72	63	2,346	504	436	353	339	2.204	799	956	230
Okfuskee		7,634	.0039	2,063	.0048	62	50	2,340	345	693	244	237	1,387	494	1,076	149
Oklahoma	102	539,085	.2693	4,147	.2481	105	114	118,327	35,082	86,953	33,000	27,712	115,514	40,024	33,612	20,954
▲Oklahoma City		488,043	.2438		.1988	115	141	102,583	32,354	81,096	31,271	26,053	106,164	35,123	29,608	18,860
Midwest City		15,780	.0079		.0127	81	51	6,773	804	1,399	1,139	731	2,050	398	1.254	1,106
Okmulgee		32,173	.0160	2,873	.0167	76	73	8,804	1,490	3,393	1,382	1,525	8,403	2,467	2,128	1,023
Okmulgee	1	19,701	.0098		.0097	84	85	5,083	709	2,497	861	878	5,679	1,175	1,298	499
Osage		33,892	.0170	3,389	.0165 -#	82	94	9,002	1,831	2,359	1,180	1,242	9,018	5,063	1,617	1,212
Ottawa		27,893	.0130	3,170	.0135	82	84	7,510	1.615	2,430	1.313	1.347	6.839	2,222	1.814	915
Miami		21,118	.0105	-	.0082	105	135	4,960	940	1,990	1,281	1,188	6,528	1.059	1.130	633
Pawnee		11,381	.0057	3,076	.0055	76	79	2,595	415	906	192	412	2,993	1,205	1.021	363
Payne		41,685	.0208	3,257	.0238	90	79	11,508	1.840	3,983	2,312	2,140	9,775	3,463	3,733	1,259
Stillwater		24,497	.0122		.0141	96	83	6.847	1.039	2.087	1,780	1,293	6,456	1,532	1,686	756
Cushing		13,650	.0068		.0065	98	100	3,463	478	1,635	531	839	3,212	1,344	1,255	446
Pittsburg		30,371	.0152	3,268	.0140	72	78	9,024	1,482	3,992	1,039	1,225	5,738	3,129	2,640	1,027
McAlester		23,493	.0117		.0095	83	103	6,388	906	3,093	888	1,086	4,860	2,123	2,429	886
Pontotec		33,791	.0100	3,713	.0151	88	97	7,853	1,278	3,344	1,947	1,683	9,484	2,433	2,617	1,156
Ada		29,821	.0149		.0114	107	139	6,077	1,192	2,837	1,894	1,651	9,178	2,169	2,246	929
Pottawatomie		44,349	.0221	3,335	.0206	80	86	10,442	1,837	7,024	2,450	3,228	8,584	3,748	2,381	1,786
Shawnee		38,011	.0190		.0154	94	116	8,226	1,481	5,654	2,131	2,806	8,585	3,012	2,076	1,453
Pushmataha		5,606	.0028	2,242	.0031	56	51	1,396	151	1,112	110	99	1,688	463	159	198
Roger Mills	1 1	4,067	.0020	2,705	.0022	69	63	1,412	68	247	79		1,167	481	473	***
Rogers		14,748	.0074	2,950	.0076	78	73	3,743	871	1,892	339	882	3,687	1,004	1,344	487
Seminole		25,222	.0126	2,402	.0155	72	58	5,796	1,000	1,416	1,487	1,528	8,463	2,521	1,312	863
Seminole-Wewoka-										,						
Holdenville		29,353	.0147		.0187	88	101	8,578	1,178	1,880	1,897	1,789	10,304	8,170	1,807	991
Seminole		14,639	.0073		.0061	90	107	8,200	533	713	780	901	5,602	1,219	878	419
Sequeyah		6,867	.0030	1,517	.0048	51	32	1,604	251	955	188	241	787	1,172	419	341
Stephens		44,225	.0221	3,984	.0195	92	104	11,461	1,878	3,831	1,972	2,496	9,157	3,584	6,337	1,432
Duncan		83,297	.0166		.0136	101	124	7,980	1,254	3,233	1,612	1,976	6,646	2,637	5,560	914
Toxas		15,958	.0080	4,433	.0084	114	108	3,284	1,098	920	574	532	4,183	1,554	2,728	565
Guymon		10,731	.0054		.0046	124	146	1,858	642	758	566	523	2,586	1,199	1,807	540
Tillman		13,509	.0068	3,084	.0070	80	77	2,668	384	941	530	430	4,160	1,335	2,152	476

SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas.

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## State Industry Expands \$850 Millions In 2 Years

Oklahoma gained \$850 millions more industry, 16,000 more jobs and \$90 millions more annual payroll in the past two years, the state department of commerce and industry has reported.

In metropolitan Oklahoma City, greater sales gains were shown in recent years than in any other major southwestern metropolitan city. Look at these Oklahoma City increases*:

 Total Retail Sales
 Up 26 %

 Food Sales
 Up 48.2%

 Drug Sales
 Up 37.9%

 Population
 Up 12.2%

That's proof that more people, more payrolls add up to more sales in a growing market!

The Oklahoman and Times give advertisers unequalled coverage of the growing Oklahoma market, with a quarter of a million Sunday circulation reaching almost half the families in the state! Actually 20% or more of the households are covered in 52 of the state's 77 counties!

Are you getting your share of this growing market? Increasing your advertising program in the Oklahoman and Times is the best way to strengthen your marketing plan for Oklahoma.

THE BETTER YOU

KNOW OKLAHOMA,

THE BETTER YOUR

SALES FUTURE LOOKS!

#### THE DAILY OKLAHOMAN

Published by The Oklahoma Publishing Co. Represented by the Katz Agency

**OKLAHOMA CITY TIMES** 

*Source: Seles Management Survey of Boying Power 1958 and 1954

the fabulous



-TULSA covers 45 counties where you get...

50% OF OKLAHOMA'S

GROSS FARM

INCOME



you get the fabulous 45 ONLY with

TOTALS IN THE "FABULOUS 45" COUNTIES

- Auto Sales \$376,622,000.00
- Effective Buying Income \$2,073,414,000.00
- Retail Sales \$1,562,130,000.00
- Industrial Payroll \$940,000,000.00
- Gross Farm Income \$287,927,000.00

THE HALF YOU CAN'T REACH WITHOUT TV-TULSA



OKLAHOMA	Ma-			RET	AIL S	ALES-	SM E	STIMA	TE8, 1	957		The	"SM" sy	mbols ma	rk original	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Tulsa	154	434,115 392,352	.2169 .1960	4,056	.2001 .1728	107 117	110 133	85,416 75,714	25,284 21,763	<b>58,962 56,517</b>	31,089 29,842	24,390 22,872	106,886 99,207	31,431 27,077	34,402 25,475	15,267 14,607
Wagoner		10,175	.0060	2,678	.0051	63	62	2,592	371	1,024	221	383	2,616	984	1,500	338
Washington		44,708	.0224	3,548	.0246	106	97	11,703	2,382	3,945	3,290	2,523	10,356	3,397	2,935	1,771
Bartlesville		37,888	.0189		.0198	116	111	7,740	1,926	3,710	3,075	3,147	10,162	2,671	2,586	1,481
Washita		10,788	.0054	2,626	.0082	75	65	2,583	310	535	453	388	2,298	1,488	1,358	280
Woods		13.529	.0067	3,489	.0070	95	91	2,587	829	1,180	519	672	3.224	1,283	1.579	532
Alva		9.807	.0049		.0044	105	117	1.744	654	923	519	609	2,621	699	1.257	215
Woedward		13,589	.0068	3,877	.0062	88	94	2.827	713	1.000	681	551	3,366	1,738	1,253	808
Woodward		9,856	.0049		.0039	103	120	1,617	561	1,052	690	512	2,307	679	1,110	434
Total Above Cities		1,643,734	.8211		.7073	108	128	359,114	90,078	222,366	103,157	91,050	380,096	123,818	122,746	60,740
State Total		2,388,346	1.1931	3,545	1.1598	89	97	553,329	131,420	283,375	122,222	116,020	554,602	210,754	208,767	84,911
METRO. AREAS				RET	AIL S	ALES-	SM E	STIMA	TES, 1	957						
△Enid	204	78,286	.0391	4,985	.0314	107	133	21,170	3,348	9,408	4,199	3,386	12,484	9,407	8,273	2,779
△Lawten	228	74,999	.0374	3,858	.0380	88	87	15,248	4,713	8,469	4,222	4,049	18,863	5,397	7,008	2,727
Oklahoma City	102	539,085	.2693	4,147	.2481	105	114	118,327	35,082	86,953	33,000	27,712	115,514	40,024	33,612	20,954
Tulsa	154	434,115	.2169	4,080	.2091	107	110	85,416	25,284	58,962	31,089	24,390	106,686	31,431	34,402	15,267
Total Above Areas		1,126,485	.5627	4,120	.5266	104	111	240,161	88,427	163,882	72,519	59,517	253,547	86,259	83,295	41,727

#### OREGON - (Other Pacific States: California, Washington.)

44	422	('87)			NUI	MBE	R OF	OUT	LET	8			1			(38.)			NU	MBE	R OF	OUT	LET	8		
City	County	Pep. (the	Teta! Outlets	Food	Eat. & Orink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs		City	County	Pep. (the	Total	Feed	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Aute.	Gas Sta.	L-8-H	Drugs
Albany	Linn	12.8		38	42	13	13	17	15	24	21	7		Coos Bay	Coos	7.5	178	35	36	7	14	7	16	19	6	8
Astoria	Clatsop	12.5		30	48	13	19	15	12	24	16	- 5	11	Corvailis	Benton	18.5		32	33	12	21	10	12	30	19	6
Baker	Baker	10.1	158	30	29	8	13	5	14	21	12	3	11	Eugene	Lane	48.5	702	130	103		48	38	53	87	49	15
Bend	Deschutes	12.3	199	48	28	18		13	12	26	19	8	11	Grants Pass	Josephine	10.0	225	33	41	14	13	17	19	31	18	7

SM Standard (A) and Potential (A) Metropolitan County Areas.

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# in this BILLION DOLLAR MARKET



KVOO Radio dominates Oklahoma's No. 1 Market. In the 50 counties surrounding Tulsa which make up Oklahoma's No. 1 Market, more people depend upon KVOO Radio than upon all of the other Tulsa stations combined. KVOO Radio dominates with 52.98% circulation. The next closest station has only 23.38%. (NCS #2 Market Index % Radio)

KVOQ-RADIO

for 34 years

the VOICE of OKLAHOMA

50,000 CLEAR CHANNEL BASIC NRC

HAROLD C. STUART
PRESIDENT

GUSTAV BRANDBORG

GENERAL MANAGER



Represented by EDWARD PETRY & CO.

OREGON	ous.)			NU	MBE	R OF	OUT	TLET	8]		
(continued) City County	Pap. (thos	Total	Food	Eat. & Drink,	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
GreshamMultnomah	3.6	140	20	16	29	9	9	9	18	10	4
Hillsboro Washington	7.1	119	18	15	8	5	7	15	12	16	5
Klamath Falls.Klamath	20.0	369	85	70	29	32	19	26	40	19	8
La GrandeUnion	9.1	179	34	34	9	13	18	9	23	7	5
Lebanon Linn	6.8	156	24	22	14	10	12	12	15	10	4
McMinnville, Yamhill,	7.1	184	29	22	8	10	9	15	18	14	7
MedfordJackson	23.5	388	56	53	44	29	19	31	40	27	13
OntarioMalheur	4.7	117	11	21	8	11	8	11	11	13	4
Oregon CityClackamas	8.5	182	28	29	13	18	10	13	28	13	7

		18.			NU	MBE	R OF	OUT	LET	S		
City	County	Pop. (thous.)	Total Outlets	Food	Eat. & Orlnk.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
Pendieten	.Umatilia	15.1	216	25	38	8	19	15	16	30	13	6
Portland	.Multnomah	412.1	5,308	1,020	1171	499	304	275	271	603	253	169
Redmond	. Deschutes	3.7	88	. 8	14	5	5		10	11	13	3
Roseburg	.Douglas	12.7	273	40	34	31	24	23	27	32	16	6
Salem	.Marion	45.8	732	118	135	58	88	39	49	81	35	20
Springfield	.Lane	13.2	179	43	21	15	20	9	8	18	13	5
The Dalles	. Wasco	11.8	181	25	29	10	11	11	15	19	15	8
Tillamook	.Tillameek	4.3	113	12	13	12	11	7	12	14	11	4

		•		OPULAT STIMAT	ION E8, 1/1/	68		FECTIVE		_ (	SM) ES	TIMAT	ES, 1	987	Th					ginal, ex AGEME	
COUNTIES	Me- tro- poil-			House-		Urban					Income			Inc	ome B	reakdow	n of H	lousehol	ds		
CITIES	Area	Total (thou- sands)	U.S.A.	helds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Hat Dollars (000)	U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2 % Haids.	%	\$2,500 % Haids.	-3,999 % Inc.	\$4,000 % Halda.	%	\$7,000 % Haida.	%	\$10,000 % Halds.	%
Baker		18.5	.0108	6.2	8.2	10.1	25,618	.0086	1,385	4,132	4,112	35.2	13.0	25.4	20.3	28.2	37.0	7.1	14.1	4.1	15.6
Baker		10.1	.0058	3.3	3.5		14,941	.0050	1,479	4,528	4,262	31.1	10.8	24.1	18.3	32.3	40.0	8.0	14.9	4.5	16.0
Benton		39.1	.0227	11.1	18.3	18.5	62,933	.0211	1,610	5,670	3,884	35.6	12.1	17.8	13.2	31.2	37.6	9.9	18.1	5.5	19.0
Corvallis		18.5	.0108	4.8	9.7		35,108	.0118	1,898	7,314	3,619	23.0	6.9	24.0	15.8	33.5	36.0	12.7	20.6	6.8	20.7
Clackamas	111	105.0	.0611	33.2	33.2	41.0	149,758	.0802	1,426	4,511	4,510	29.1	9.8	23.4	17.1	33.9	40.6	9.0	16.4	4.8	16.1
Oregon City		8.5	.0049	2.8	8.0		18,526	.0048	1,591	4,831	4,414	25.8	8.5	20.9	15.0	39.7	46.7	10.0	17.9	3.6	11.9
Clatsop		30.0	.0174	10.0	11.6	16.0	51,801	.0173	1,720	5,160	4,416	25.7	8.3	20.8	14.4	37.8	43.2	11.2	19.4	4.5	14.7
Astoria		12.5	.0073	4.4	5.0		24,095	.0081	1,928	5,476	4,756	20.6	6.2	19.8	12.8	41.2	43.7	13.1	21.0	5.3	16.3
Columbia		21.5	.0125	6.7	8.7	4.5	29,000	.0097	1,349	4,328	4,305	28.3	10.0	24.4	18.6	38.1	45.2	8.2	15.6	3.0	10.6
Coos		60.6	.0353	20.2	20.8	21.7	103,556	.0347	1,709	5,127	4,970	21.6	6.5	21.1	13.8	39.9	42.7	11.7	19.0	5.7	18.0
Cook Bay-																					
North Bend		15.3	12.50				29,442			5,773											
Coos Bay		7.5	.0044	2.5			16,518				5,667	11.6	2.8	17.9	9.6	44.9	39.2	15.2	20.1	10.4	28.3
Creok		8.9	.0051	2.4	2.6	3.3	14,903	.0050				15.3	3.0	16.7	9.3	43.8	39.7	14.5	20.0	9.7	27.1
Curry	1	15.0	.0087	5.2			21,095	.0071			4,001	39.7	18.0	23.5	19.4	26.8	35.9	5.1	10.3	4.8	19.4
Deschutes		20.6	.0120		10000	16.0	32,203	.0108				22.5	7.0	22.5	15.3	39.1	43.3	10.9	18.2	5.0	16.2
Bend	3	12.3	.0071	4.0			20,291	.0068	- Free			21.1	6.4	20.8	13.7	41.3	44.6	11.6	18.9	5.2	16.4
Redmond		3.7	.0022	1.1	1.3		6,629	.0022	1,792	6,026	5,220	13.9	3.8	20.6	12.0	44.3	42.4	13.6	19.8	7.6	22.0

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#### more than 300,000 listeners enjoy the station with the

# Pear Shaped Tone

in the Northwest's 5th market largest between Portland and San Francisco!

More first place quarter hour daytime segments than any other station in the Emerald Empire! Top station in the vital 6 a.m. to 6 p.m. time period, according to Pulse Survey for November, 1957. With a combinaton of local and CBS programming, top audience ratings and reasonable spot rates, KERG's pear-shaped tone makes a mighty fruitful buy.



OBECON		•		PULAT		58	EF BU	FECTIVI	E NCOME	_ 6	M ES	TIMAT	E8, 1	957	Th	e "SM"	' symb	SALES	ark ori	ginal, e	ent.
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					income			Inc	ome B	reakdov	vn of H	louseho	able		
(continued)	Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	% u.s.a.	Per Capita	Per Held.	Per C. S. U.	\$0-2, % Halda.	%	\$2,500 Halda.	%	\$4,000 % Halds.	%	\$7,000 % Halda	0-9,999 % . Inc.	%	0&ove
Douglas		75.5	.0439	23.1	23.6	12.7	111,455	.0374	1,478	4,825	4,711	23.1	7.4	24.8		37.4	42.4	9.8	18.7	4.9	16.2
Roseburg		12.7	.0074	3.8	4.8		24,554	.0083	1,933	6,462	5,114	13.4	3.5	20.2	11.5	44.1	41.1	13.5	19.1	8.8	24.8
Gilliam		3.3	.0019	1.1	1.1		6,674	.0022	2,022	6,067	5,623	26.4	6.8	24.2	13.8	24.8	22.8	10.3	14.3	14.3	42.3
Grant		8.1	.0047	2.4	2.8		14,559	.0049	1,797	6,066	5,064	19.1	5.2	20.8	12.4	37.0	35.9	14.5	21.3	8.8	25.2
Harney		6.6	.0039	2.0	2.4	3.4	11,304	.0038	1,713	5,652	4,894	24.3	7.2	17.7	11.4	37.1	39.0	14.7	23.4	6.2	19.0
Hood River		11.1	.0064	3.4	3.4	3.3	15,496	.0052	1,398	4,558	4,526	25.9	8.7	28.7	19.3	34.7	41.3	8.1	14.7	4.6	16.0
Jackson		73.1	.0425	23.8	24.0	33.6	108,973	.0365	1,491	4,579	4,532	29.1	9.7	23.5	17.1	33.3	39.5	9.1	16.4	5.0	17.3
Medford		23.5	.0136	8.1	8.2		40,349	.0135	1,717	4,981	4,900	25.1	7.7	21.8	14.5	36.1	39.5	10.8	17.9	6.2	20.4
Infferson		8.4	.0049	2.5	2.6		12,885	.0043			4,835	24.5	7.6	24.7	16.3	33.8	36.6	9.8	16.1	7.2	-
Jasephine		33.0	.0192	10.9	10.9	10.0	44,204	.0148			4,046	38.4	13.7	24.7	20.2	28.0	37.3	7.1	14.2	3.8	
Grants Pass		10.0	.0068	3.6	3.6		15,752	.0053			4,258	34.5	12.2	21.3	16.3	31.3	39.3	8.5	16.1		16.1
Klamath		46.1	.0268	14.5	15.8	29.7	79,161	.8268		5,459	5,010	19.6	5.7		14.2	38.6	39.8	12.5	19.6	6.7	
Klamath Falls		20.0	.0117	6.6	7.8		40,697	.0136	2,035	6,166	5,188	15.8	4.2	19.3	11.3	42.1	40.0	14.6	21.0	8.2	23.6
Lake		6.5	.0038	2.0	2.1	2.8	10,962	.0037	1,686	5,481	5,126	20.2	5.8	24.4	16.3	33.7	34.3	14.2	21.8	7.8	22.8
Lane	205	161.1	.0937	50.8	54.9	64.2	282,869	.0881	1,632	5,196	4,787	24.0	7.3	20.6	13.7	38.5	41.8	10.8	17.7	6.1	19.5
Bugene-Springfield.		59.7	.0347	18.5			113,845	.0388	1,907	6,154											
△Eugene		46.5	.0270	14.6	19.9		93,512	.0314	2,011	6,405	4,098	22.9	6.3	15.6	9.4	39.5	38.9	13.4	20.0	8.6	25.4
Springfield		13.2	.0077	8.9	4.0		20,333	.0088	1,540	5,214	5,067	18.6	5.5	19.7	12.7	45.1	47.4	11.2	17.7	5.4	16.7
Lincoln		26.4	.0153	9.1	9.1	4.1	36,187	.0121	1,371	3,977	3,960	35.8	13.7	27.1	22.6	27.2	37.1	6.4	13.1	3.5	13.5
Linn		59.0	.0343	17.6	17.6	21.6	82,518	.0277	1,399	4,689	4,867	24.9	8.1	24.2	17.1	36.9	42.6	9.2	16.1	4.8	18.1
Albany		12.8	.0074	4.2	4.6		22,055	.0074	1,723	5,251	4,782	19.8	6.0	23.5	15.6	40.3	43.5	11.0	18.0	5.4	16.9
Lebanon		6.5	.0038	1.9	1.9		9,494	.0032	1,461	4,997	4,829	24.8	7.7	19.0	12.8	39.3	43.2	11.7	19.5	5.2	16.8
Malheur		22.1	.0129	6.2	8.2	6.7	26,550	.0069	1,201	4,282	4,256	30.7	10.9	30.0	23.4	27.9	35.3	6.5	12.4	4.9	18.0
Ontario		4.7	.0027	1.3	1.5		7,761	.0026	1,651	5,970	4,878	18.5	5.2	24.6	15.1	37.2	37.1	11.2	17.0	8.5	25.6
Marion	265	114.1	.0863	34.5	35.6	50.6	157,616	.0529	1,381	4,569	4,417	30.0	10.2	24.2	17.8	32.2	38.8	8.6	15.7	5.0	17.5
1△Salem		45.8	.0267	14.4	16.0		74,463	.0249	1,626	5,171	4,632	26.1	8.1	21.3	14.6	35.9	39.7	10.6	17.7	6.1	19.9
Marrow		4.8	.0028	1.3	1.6		8,572	.0028	1,786	8,594	5,265	20.4	5.2	22.9	12.8	30.9	28.0	13.2	18.0	12.6	36.0
Multnamah	111	583.8	.3220	191.9	208.0	485.2	1,001,671	.3359	1,809	5,220	4,816	25.0	7.6	19.9	13.0	37.2	40.2	11.6	19.0	6.3	20.2
▲Portland		412.1	.2396	144.0	161.3		778,051	.2609	1,888	5,403	4,823	24.3	7.2	19.3	12.6	37.6	39.8	12.1	19.4	6.7	21.0
Gresham		3.6	.0021	1.1	1.1		5,345	.0018	1,485	4,859	4,644	20.9	6.7		19.3	37.3	42.4	9.6	16.6	4.5	15.0
Polk 1△Salem	265	22.7	.0132	7.1	7.1	6.9	31,690	.0106	1,396	4,463	4,415	29.0	9.9	25.0	18.8	33.0	40.1	8.7	16.0	4.3	15.2
Sherman		2.3	.0013	.7	.8		5,275	.0018	2,293	7,536	6,425	12.7	2.7	19.4	9.1	35.9	27.3	13.9	15.9	18.1	45.0
Tiliamook		20.5	.0119	6.5	6.6	4.3	30,856	.0103	1,505	4,747	4,651	23.8	7.7	25.2	17.8	37.1	42.6	9.1	15.9	4.8	16.0
Tillamonk		4.3	.0025	1.3	1.4		7,303	.0024	1,698	5,618	4,971	18.5	5.3	24.7	15.5	37.2	38.0	12.4	19.1	7.2	22.1
Umatilia		45.1	.0263	14.2	14.3	17.3	89,210	.0232	1,535	4,874	4,839	24.1	7.5		16.7	35.9	40.0	9.6	16.1	-	19.7
Pendleton		15.1	.0087	4.4	4.7		23,959	.0081	1,587	5,445	5,069	20.0	5.8		14.1	39.2	40.3	11.0	17.0	1	22.8
Union		16.6	.0096	5.4	5.5	9.1	23,114	.0078	1,392	4,280	4,137		11.5	24.2	19.1	32.9	42.4	7.9	15.4	3.2	
La Grande,		9.1	.0053	3.0	3.2		13,829	.0046	1,520	4,610	4,220		10.5	21.0	15.9	36.3	44.8	9.2	17.2	3.4	****
Wallowa		7.3	.0043	2.3	2.3	41.	10,682	.0036	1,463	4,644	4,503	2000	10.1		18.7	29.5	34.9	8.4	15.1	6.0	
The Dalles		24.4 11.5	.0141	8.2 3.9	3.9	11.5	37,730 18,744	.0126	1,546	4,601	4,579	29.8	8.8	24.7	17.8	30.8	<b>36.2</b> 36.7	9.5	16.2	6.3	20.2
Washington	111	92.3	.0837	29.3	29.8	24.4	140,015	.0472		4,809	4,723	27.2	8.7		15.7	34.5	39.1	10.0	17.1	5.8	
Hillsboro		7.1	.0041	2.5	2.5		11,481	.0038		4,592	4,547	28.8	9.6	23.1	16.8	34.2	40.4	8.9	15.9	5.0	
Wheeler		2.5	.0015	.9	.9		4,106	.0014	1,642	4,562	4,512	26.1	8.7	27.0	19.7	34.1	40.8	8.0	14.4	4.8	18.6
Yamhill		29.5 7.1	.0171	9.4	9.5	9.3	38,175 12,298	.0128	1,732	4,061 5,590	3,997 4,302	36.2 30.1	9.5		19.6	29.9	40.1	6.8	13.8		12.8
Total Above Cities		738.7	.4295	247.7	282.6		1,851,088	.4530		5,455	4,781	23.8	7.1		12.9	37.8	40.1	11.9	19.1	6.6	
			-	-	-			-	-											-	

1 Salem is in Marion and Polk counties. SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 13. © SM, 1958.



newspaper in a market, follow the lead of advertisers who can test results by dollars in the cash register. For over 28 years, Portland's retail grocers have done their major selling with The Oregon Journal. They know, as you should know, that Portlanders do their reading and planning in the evening—that The Journal's big evening circulation means BUSINESS! They also know The Journal gives these people more information and news on food products.

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1. IN DAILY PORTLAND RETAIL GROCERY LINAGE:*

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2. IN FOOD EDITORIAL LINAGE:

Journal . . . . . 211,592 lines 2nd paper . . . . 120,878 lines

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OREGON	0	CM)	POPUL ESTIM	ATION ATES, 1/	/1/58	SM	E. B. I	ATES,	1957			0	M	POPUL/ ESTIMA	TES, 1/	1/58	SH	ESTIMA	TES, 1957
METRO. AREAS	Total (thou- sands)	% of U.S.A	House hold (thou- sands)	Con- sumer Spend- ing Units (thous.	(thou-	Net Dollars	% of U.S.A	Per Cap- ita	Per H'as- hold		TRO. REAS	Total (thou- sands)	of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pop. (thou- sands)	Net Dollars (\$000)	% of U.S.A.	Per Per Cap- H'se ita hole
∆Eugene	161.1	.093		6 54.9	9 64			1,632		△Salem		136.8	.0795	41.6	42.7	57.5	180,306	.0835	,384 4,55
Portland	838.1	.487	282.	0 298.9	9 881.	.3 1,428,63	.479	1,796	5,086	Total At	ove Areas	1,138.0	.8608	374.2	398.5	703.0	1,880,839	.6306	,656 5,02
	1	1			RET	AIL SAL	ES-	SH	ES	TIMAT	rES, 10	57			The sive	"SM" sy estimates	mbols man	k origina MANAG	il, exclu- EMENT.
COUNTIES CITIES (continued)	Me- tro- poli tan Are	F	otai letail lales 1000)	% of U.S.A.	Per Hsld. Retail Sales		Quality Index	Inde of Sa Produc	ies	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Appa (\$0	arel H	louse- Appl. \$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Baker			18,569	.0093	2,998	.0092	85	8		3,960	1,505	1,81		849	877	8,078	1,878	831 754	
Baker			15,728 30,160	.0079	2,717	.0060	103	10		3,488 7,486	1,759	2,51		818	532 1,349	5,077 6,288	1,352	2,854	
Corvallis			25,710	.0128	2,717	.0119	110	11	_	6,029	1,277	2,06		,172	1,235	6,159	2,514	2,447	
Clackamas			72,728	.0384	2,191	.0482	79		10	19,378	4,919	4,23		,896	2,976	18,552	7,299	6,220	
Oregon City			25,445	.0127		.0070	143	25		5,462	927	1,67		,246	1,477	9,415	1,703	1,240	
Clatsop			31,882	.0159	3,186	.0169	97		n	8,451	3,323	2,13		,673	1,843	5,718 4,780	1,220	1,67	
Astoria			20,661 18,267	.0103	9 796	.0086	118	14	3	4,348 5,006	1,884	1,43		326	747	3,480	2,309	1,41	
Columbia			67,814	.0339	2,728	.0346	98		16	18,900	4,533	5,30		2,307	2,432	18,802	6,034	3,81	
Coos Bay-																			
North Bend			39,874	.0100		.0187	148	81		11,837	2,214	8,78		1,849	1,318	9,481	3,458	1 83	
Coos Bay			32,656	.0163	0 700	.0085	193	87		8,917	1,529 518	3,57 62		951 501	1,109	9,046 5,171	2,292 1,400	1,830	
Crook			13,873	.0069	5,780	.0086	110 84	12	79	3,271 4,384	1,321	1,44		122	237	1,879	2,427	93	
Deschutes			29,238	.0148	4,430	.0122	102	12		6,914	2,149	2,15		,238	1,022	7,021	3,484	2,69	1,0
Bend			19,378	.0097	1,100	.0077	108	11		4,736	1,267	1,62	1	798	862	4,881	2,258	1,24	
Redmond			7,984	.0040		.0027	123	38		1,724	539	36		443	159	1,940	582	1,44	
Douglas			87,614	.0438	3,793		92		00	26,887	5,450	7,46		3,308	3,438	18,354 12,911	9,611 8,242	6,29 3,12	
Roseburg			43,081 5,962	.0215	E 400	.0121	164 128	21	53	8,000 794	1,962	5,55 17		135	2,304	1,478	683	2,02	
Gilliam			8,504	.0029	5,420 3,980	.0048	102		12	2,228	774	95		327	245	3,280	484	56	
Harney			10,100		8,050	.0042	108		28	2,053	722	53	8	154	178	2,800	1,588	1,13	
Hood River			17,036	.0085	5,011	.0064	100		13	4,695	1,039	1,59	- 1	672	798	2,295	1,610	1,70	
Jackson			87,863		3,692		94		03	21,326	4,898	8,91		2,594	4,162 3,065	19,230 15,577	7,227 3,535	8,56 3,63	
Medford	***		55,838		4 018	.0178	131		05	10,338	3,287 671	7,51		2,309	. 88	2,576	873	1,50	
Jefferson			10,041 39,151		4,016 3,592		89		02	9,302	2,390	3,37		812	1,559	8,585		4,21	
Grants Pass			29,586		3,000	.0083	143		55	6,008	1,459	3,60	7	747	1,446	7,473	2,268	3,51	
Klamath			61,236	.0306	4,223	.0278	104		14	14,066	4,733			3,633	2,066	12,199		5,45	
Klamath Falls.	***		48,333			.0164	140		06	10,023	3,059	5,48		3,552	2,066	11,966 2,841	3,601	3,88	
Lake			9,949				108		97 P	2,736 48,973	713 9,862			219 8,288	10,330	35,901	17,874	12,78	
Eugene-Springfie		'	182,386		3,804	.0449	189		81	#8,177	8,176			7,433	8,541	26,361	10,078	7,38	
△Eugene			106,016			.0370	137		96	21,903	5,239			6,517	7,606	22,827	7,887	5,67	
Springfield			19,546			.0079	103		27	6,274	937			916	935	2,534		1,64	
Lincoln			30,240		3,323		39		99	8,747	3,016			785 1,858	3,990	5,621 12,798		1,62 5,69	
Linn			36,924			.0295	86 124		86 8i	14,386 5,285	3,323	1		947	3,644	6,712	1	2,16	
Albany		-	15,466			.0047	124		03	3,748	674			632	843	4,102		1,06	7 5
Malheur			29,857		4,783		68	1	15	5,217	1,704	2,8	01	698	2,600	5,552		1	
Ontario			13,578	.0068		.0039	144	1	52	2,536				493	1,982	3,977			
Marion	28	5	133,633		1		90		01	28,579	7,518			8,647	7,178 5,778	27,990		12,02	
1△Salem			99,303 6,711			.0327	107		86	17,318	5,242 548		34	6,101 217	00	1,543			
Morrew		,	801,013				109		24	194,178				1,065	37,917	141,288		1	18,8
2▲Portland			742,49			.2896	121		55	173,188	87,197	153,3	86 4	0,012	35,899				
Greeham			21,43	.0107		.0045	214		510	5,020				908	538				
Polk	28	8	19,54	.0008	2,752	.0100	83	-	74	8,572	1,261	1,4	54	247	1,468	2,926	2,814	2,00	1,4
1 ASalem			2 000	8000	5,897	.0017	131		154	822	951	1	26		400	403	641	98	. 88
Sherman Tillamook	***		3,961				91		89	5,098				633	758				75 6
Tillamook			14,34			.0039	156		288	2,684		1,2	50	568	601	4,12			19
Umatilla			68,67	.0342	4,830		103		80	14,638	1			2,228	2,494				
Pendleton			36,52			.0113	130		209	5,791				1,445	1,329				48
Union	****		19,53			.0088	92 108		102 145	4,965 3,474				1,083	1,296				18
La Grande Wailowa			15,44				93		105	1,927	1		78	308	248			8	25
Wasco			36,13				104		128	6,981	2,98	8 3,3	111	916	1,595				
The Dalles			32,37	8 .0162	3	.0004	140	1	243	8,44				877	1,494				
Washington		1	72,44				84		67	21,27				1,380	2,784				
Hillsboro			21,64 1,32			.0060	146 73	1	263 40	4,40			28	18	110	40			94
Wheeler			34,54				88	1	101	7,98				906	1,271				50 1,
McMinnville			15,93			.0083	126		100	3,29				601	683		7 1,177	1,5	35
			,505,27	2 .7520	0	.5381	128		175	330,38	96,37	2 232,0	028	77,116	77,763	330,24	0 103,52	90,1	45 40,
Total Above Citie	00++X																		

Salem is in Marion and Polk counties.
 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 13, under heading "Mail Order."

SM Standard (A) and Potential (A) Metropolitan County Areas.
Before using these figures read foreword, page 13.

SM, 1958.



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OF PORTLAND'S

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# TOP TEN BRANDS

and STORE DISTRIBUTION CHECK

#### CHECK THESE SURVEYED SALES FACTS:

- 1. Product usage in the permanent Portland home market.
- 2. Brand acceptance—yours and your competitor's.
- 3. Grocery and drug store check of brand distribution.
- 4. Media penetration and duplication.
- 5. Family characteristics.

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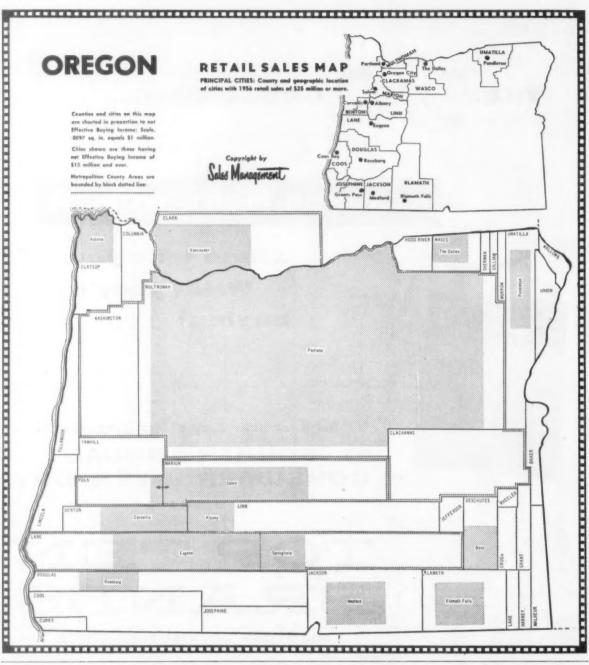
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229,636 Daily Leads 2nd Paper by 49,615

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OREGON	Mo-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The			rk original, MANAGE	
METRO. AREAS	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdae. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
△Eugene Portland △Salem	205 111 265	182,386 1,028,701 153,173	.0911 .5139 .0766	3,804 3,648 3,682	.0902 .4911 .0706	98 101 80	97 105 96	48,973 267,423 32,151	9,882 73,674 8,776		8,288 46,973 6,894	10,330 48,922 8,642	35,901 193,112 30,916		12,789 56,341 14,050	4,33 26,39 5,96
otal Above Areas		1,364,260	.6816	3,646	.6519	90	103	338,547	92,312	205,921	82,155	67,894	250,929	106,076	83,180	36,6

Per Capita and Per Family Sales, for all Retail and Nine Store Groups, for Every State and Region, on Page 177

O SM, 1958.

0

she loves to prove she loves you ... and she does it at every opportunity. Ask her through any survey, any rating service. She'll prove that throughout a rich 30-county Oregon and Washington market she loves you best on KOIN-TV, Channel 6 in Portland, Oregon. The ubiquitous gentlemen from CBS-TV Spot Sales, who have quite an eye for figures (as everyone knows), will be enchanted to discuss with you those which are pertinent to this case. You'll enjoy them, too.

Maps, pages 635, 636	Ma.)			NUI	MBEF	OF	OUT	LET	3		
City County	Pep. (the	Total Outlets	Feed	Eat. & Drink.	Gen'l. Mdee.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
Abingten											
Township Montgomery.	42.7										
AliquippaBeaver	28,7	319	78	81	24	24	14	13	32	8	
Allentown Lehigh	113.0	1.534	363	283	174	134	88	64	128	44	4
AlteonaBlair	77.3	821	284	134	72	56	39	32	89	28	2
AmbridgeBeaver	18.4		74	80	8	36	20	21	15	14	1
ArnoldWestmore-							-		-	-	
land	9.9	111	48	20	3	1	5		8	5	
BeaverBeaver	7.8	83	17	8	4	8	9	7	11	5	
Beaver Falls Beaver	20.1	302	68	42	17	34	25	20	21	27	
BedfordBedford	3.8	111	17	14	7	7	7	9	18	9	
BellefonteCentre	6.4	124	23	22	9	11	8	9	15	7	
Bellevus Allegheny	12.9	65	15	3	7	6	4	6	10	2	
BerwickColumbia	14.4		57	36	20	27	16	17	11	8	
Bethel Allegheny	19.2	52	7	15	8	2	2	3	7	1	
Bethlehem Northampton.	75.0		226	168	79	79	40	25	56	23	2
				43	20	27	10	19	14	13	-
BloomsburgColumbia	11.0		40	74	14	38	12	12	9	9	
Braddock Allegheny	14.2		79				-		1		
BradfordMcKean	17.4		62	35	19	38	27	14	25	12	
BrentwoodAllegheny	14.9	64	18	13	2	5	4	2	8	3	
BristolBucks	14.2		62	35	21	28	25	15	19	17	
BrownsvilleFayette	7.6		36	18	14	17	7	12	7	5	
ButlerButler	23.3	122	96	53	36	43	31	34	68	24	1
CanonsburgWashington	13.1	192	48	35	16	21	14	13	17	10	
CarbondaleLackawanna.	16.0		67	58	18	34	17	8	19	12	
CarlisleCumberland.	18.0		48	42	18	37	19	20	1	16	1
CarnegleAllegheny	11.4	246	82	46	13	22	12	13	17	13	
burgFrankiin	18.6	376	72	49	47	44	27	21	29	17	
CharleroiWashington Cheltenham	9.4	216	47	28	18	42	14	15	9	10	
TownshipMontgomery.	32.7					0					
Chester Delaware	71.1	980	253	259	52	90	52	28	40	31	4
CiairtonAllegheny	17.7	215	54	44	17	12	17	16	18	8	1
ClearfieldClearfield	9.4	174	34	23	15	17	8	17	21	12	
HeightsDelaware	8.3	98	23	24	2	8	4	6	8	5	
ContesvilleChester	14.0	252	57	39	20	34	21	11	20	5	1
ColumbiaLancaster	11.9	171	46	29	14	21	8	13	14	5	
Connellaville Fayette Conshe-	13.4	250	65	41	20	25	12	19	17	15	
hocken Montgomery,	11.0	188	43	38	16	15	8	4	12	7	
CoraopolisAlregheny	8.8		37	39	8	15	8	11	15	10	
CorryErie	8.0		29	17	1	16	12	14	18	9	
Darby Delaware	14.5		28	27	1	20	13	8	12	8	
Donora Washington	11.3		42	24		13	5	7		8	
DormontAllegheny	12.6		30	1		6	10	8		5	
DoylestownBucks	8.5		19	19	7.7	17	10	10		12	
Du BolsClearfield	11.5	200	65			23	20	13	1 "	9	
DunmereLackawanna.	20.8		48	56	1	5	11	7		4	
DuqueeneAllegheny	14.0		82	1	-	16	12		1	7	
EastonNorthampton.	35.6		211	120		87	53	21		22	1

	us.)			NU	MBER	OF	OUT	LET	8		
City County	Pep. (tho	Total	Foot	Eat. & Drink.	Gen'i. Mdee.	Asparel	F-H-A	Aute.	Gass Sta.	L-B-H	Drugs
Ellwood City. Lawrence	13.6	204	47	28	18	24	12	12	14	13	8
EphrataLancaster	7.9	188	31	20	20	19	17	14	16	5	6
Erie Erie	145.0	1,723	428	350	150	134	79	68	163	90	50
EtnaAllegheny	5.7	85	24	21	2	10	3	5	6	4	5
Farrell Mercer	13.5	157	38	28	12	15	7	3	19	8	4
FranklinVenange	10.5	207	43	22	16	20	10	24	33	10	5
GettysburgAdams GreensburgWest-	7.4	187	32	25	14	20	18	14	21	9	5
moreland	19.3	381	91	64	31	36	21	30	38	14	10
GreenvilleMercer	9.7	156	26	23	9	17	14	15	16	8	5
Greve CityMercer	7.9	135	25	12	13	17	9	15	14	7	3
HanoverYork	15.0		103	43	28	42	22	28	33	21	10
HarrisburgDauphin		1,387	305	292	109	144	74	54	108	38	69
HatboroMontgemery, Haverford	7.3	102	13	10	9	12	11	7	10	6	4
TownshipDelaware	51.7										
Hazleton Luzerne	34.8	572	150	88	58	63	51	31	37	17	15
Homestead Allegheny	8.1	259	60		21	37	8	8	10	13	10
HonesdaleWayne	5.7	152	18	21	20	14	12	16	12	7	7
HuntingdonHuntingdon	7.9	172	24		10	21	16	13	14	11	7
IndianaIndiana	12.5	271	47	30	21	29	23	20	35	17	7
IrwinWestmore-	6.0	141	28	20	13	14	5	10	18	9	4
Jeannette Westmore-						15					
fand	16.5		73	48	20	22	11	12	25	18	9
Jenkintown, Montgomery,	5.5		14	16	7	19	10	11	6	2	7
JohnstownCambria	65.0		241	167	65	71	32	33	58	41	22
KingstonLuzerne	21.3		106		27	10	24	27	32	19	9
KittanningArmstrong	7.6		39	24	15	27	16	20	19	17	6
LancasterLancaster		1,026	273	170	98	107	64	51	81	28	29
LansdaleMontgomery.	13.0		28	26	19	27	18	17	14	9	6
Latrobe Westmore-	13.1	96	18	4	12	10	13	8	12	6	
land	12.9	218	53	30	10	27	12	21	22	12	7
Lebanon Lebanon	32.8		127	99	61	59	31	26	54	9	13
LeweyneCumberland. Levittown- Fairless	5.1	77	16	10	12	1	4	8	10	2	3
HillsBucks	68.1										
LewistownMifflin	14.0	303	85	47	12	33	23	20	28	19	8
Leck Haven . Clinton	13.0		38	1	11	18	17	24	15	8	6
TownshipMontgomery.	58.4										
Mahanoy City.Schuylkill	10.2	204	60	58	10	18	7	11	12	2	5
McKeespert . Allegheny McKees	47.0		220	-	38	65	34	23	58	19	27
RocksAllegheny	14.0	284	82	71	18	17	16	17	18	12	11
Meadville Crawford	20.0	348	69	53	17	35	32	23	42	22	5
MediaDelaware MonessenWestmore-	8.4	150	27		7	16	6	10		7	9
land	19.7	236	73	48	18	30	10	10	12	8	8
		inued									

		0	M P	PULAT	ION ES, 1/1/	58		FECTIVE YING IN		_ 6	M ES	TIMAT	ES, 1	957							
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			Inc	eme B	reakdov	n of H	lousehe	lds		
CITIES	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Helds.	%	\$2,500 % Halda.	%	\$4,000 Halds.	%	\$7,000 Helds.	%	\$10,000 % Haida.	
Adams		48.1	.0268	12.8	14.9	13.1	85,408	.0220	1,419	5,110	4,388	23.0	7.4	24.6	17.3	39.5	45.1	9.2	15.8	3.7	14.4
Gettyeburg		7.4	.0043	2.1	3.5		15,172	.0051	2,050	7,225	4,231	20.6	8.7	15.5	9.3	44.9	44.1	12.7	18.8	6.3	22.1
Allegheny	108	1,645.0	.9564	475.9	551.2	1,441.2	3,181,537	1.0667	1,934	6,685	8,771	11.8	2.8	16.3	8.8	45.8	38.9	17.8	22.6	8.5	27.1
▲ Pittsburgh		685.1	.3983	198.9	246.7		1,368,810	.4589	1,998	6,882	5,547	12.3	3.0	16.6	8.7	45.8	39.0	16.5	21.2	8.8	28.1
McKeesport		47.0	.0273	14.1	15.9		87,104	.0292	1,853	6,178	5,448	12.9	3.3	19.3	10.8	45.9	42.0	15.3	21.1	6.7	22.8
Homestead-West																					
Homestead Munhail		30.3	.0176	8.5			\$5,070	.0188	1,847	6,585											
Braddock		14.2	.0083	3.7	4.6		21,471	.0072	1,512	5,803	4,660	15.4	4.5	23.1	14.6	44.7	46.1	12.5	19.4	4.3	15.4
Wilkinsburg		31.3	.0182	10.1	11.8		71,628	.0240	2,288	7,092	6,059	10.0	2.3	12.3	6.0	47.7	38.8	21.2	26.0	8.8	26.9
Homestead		8.1	.0047	2.3	3.0		15,478	.0052	1,911	6,730	5,006	10.0	2.6	16.2	9.1	51.4	46.9	16.7	23.0	5.7	18.4
McKees Rocks		14.0	.0081	4.0	4.9		25,940	.0087	1,853	6,485	5,288	10.0	2.6	19.7	10.9	47.8	43.6	16.4	22.7	0.1	20.2
Carnegia		11.4	.0067	3.2	3.7		21,978	.0074	1,928	6,868	5,828	10.0	2.4	15.4	8.0	46.6	39.3	20.1	25.6	7.9	24.7
Clairton		17.7	.0102	4.7	5.1		29,605	.0099	1,673	6,299	5,713	10.8	2.6	18.3	9.9	47.8	41.9	17.3	23.0	6.9	22.6
Mount Lebanon																					
Township		35.0	.0204	10.0	12.1		118,030	.0396	3,372	11,808	9,702	6.8	.9	6.8	3.0	21.8	10.6	36.1	26.7	28.8	59.8
Tarentum		7.8	.0048	3.4	2.7		14,797	.0040	1,897	6,165	5,450	10.8	2.8	16.0	8.9	50.8	48.6	16.8	33.3	5.6	18.4
Dormont		12.6	.0074	4.4	4.4		80,571	.0103	2,426	6,948	6,833	12.3	2.7	13.5	6.4	39.4	30.5	24.0	38.1	10.8	32.8
Turtle Creek		11.3	.0065	8.1	3.8		19,107	.0054	1,706	6,164	5,092	10.0	2.5	14.0	7.8	52.7	47.5	17.7	24.1	5.6	18.1

SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas. *Not available.

Before using these figures rend foreword, page 13. SN, 1958.

# The Pittsburgh Press-

Assures <u>You Your Share</u> of These Potential Sales in America's 8th Market!



Pittsburgh's Metropolitan Area Allegheny, Beaver, Washington, Westmoreland Counties.

# DOLLAR SALES IN PITTSBURGH

(Allegheny County)

Retail							-	\$2,068,575,000
								, , , , , , , , , , , , , , , , , , , ,
Food							ě	572,314,000
Gen'l.	Mds	se						359,785,000
Furn.,	Ho	IS	e,	1	p	pl		 . 116,071,000
Autom	02				-			356,718,000

NET EFFECTIVE BUYING INCOME \$3,181,537,000

# DOLLAR SALES IN

(Allegheny, Beaver, Washington, Westmoreland

							esi	
Retail								\$2,804,251,000
Food								783,406,000
Gen'l.	Md	se						432,814,000
Furn.,	Hou	IS	e.	A	D	ol.		
Autom								506,382,000

NET EFFECTIVE BUYING INCOME \$4,437,239,000

Source: Sales Management, Survey of Buying Power, 1958

#### PITTSBURGH NEWSPAPER CIRCULATIONS IN ALLEGHENY COUNTY

#### PRESS

DAILY								243,000
SUNDAY								
S-T DAILY SUNDAY								
P-G DAILY								173.916

#### PITTSBURGH NEWSPAPER CIRCULATIONS IN PGH. METROPOLITAN AREA

#### PRESS

DAIL	Y											275,751
SUND	A	Y										368,923
S-T												
DAILY												154,121
SUNDA	AY											250,233
P-G												
DAILY								•				215,078
	Sou	re	2:	A	BC	4 =	ď	iŧ	R	es	00	rts. 3-31-57

10. IN TOTAL DAILY AND SUNDAY CIRCULATIONS.
IN TOTAL ADVERTISING • GENERAL • AUTOMOTIVE
RETAIL & CLASSIFIED ADVERTISING.



## The Pittsburgh Press

Represented by the General Advertising Department, Scripps-Howard Newspapers, 230 Park Avenue, New York City. Offices in Chicago, Cincinnati, Detroit, Dallas, Philadelphia, San Francisco.

# BUSINESS BOOMS IN BUSY BEAVER VALLEY

Buying Power, Ret activities are going		P UP
* BUYING POWER	1958: 1957:	\$379,196,000 369,807,000
* RETAIL SALES	1958: 1957:	\$201,475,000 190,389,000
* FOOD SALES	1958: 1957:	\$ 56,579,000 51,120,000
* AUTOMOTIVE	1958: 1957:	\$ 40,711,000 35,860,000
★ GEN. MERCH.	1958: 1957:	\$ 20,298,000 19,939,000
* APPAREL SALES	1958: 1957:	\$ 13,557,000 13,282,000
* HOME GOODS	1958: 1957:	\$ 14,463,000 13,683,000

*Sales Management Survey Estimates

Get YOUR SHARE of this BIG Business by advertising in THE ONE AND ONLY ABC NEWSPAPER

in Booming Beaver County, Pennsylvania's third largest industrial area . . . the County's favorite home newspaper with 30% more (ABC) circulation. . . .

# Beaver Valley Times

National Representatives: Burke, Kuipers & Mahoney, Inc.

New York • Chicago • Detroit • Atlanta • Charlotte

Dallas • Kansas City • Oklahoma City • San Francisco

PENNA.		(F)		NU	MBE	R OF	OUT	LE1	S							3			NU	MBER	OF O	ITLET	S	
Cont. from p. 6	524 unity	Pop. (thous.)	Total	Eat. & Drink.	Gen'l. Mdse,	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs		City	(	County	Pop. (thous.)	Total	Food	Eat. & Drink,	Gen'l. Mdse.	Apparel F-H-A	Auto.	Gas Sta.	L-B-H Drugs
Monongahela Washi Morrisville Bucks Mount Carmel Morths Iand Mount Oliver Allegh	umber-	9.0 7.8 12.9 8.2	106	19 22 22 22 36 44 37 34	11	12	7 4 15 10	9 8 7 7	12	12 6 10 2		M	unhall. Inticok	n nipAlle Luze	gheny.	. 18 19 50	.8 8 .5 39 .8 71	11 3 15 11 17 19	3 86 4 101	5 44 37	1 33 2 64 3		7 18 83	2 14 1 42 2
								_				-				Co	ntinu	ed on						
				STIMA			/58			BU	FECTIVE YING IF	COME	_ (	SM) E	STIMA	TES, 1	957				beis m			
COUNTIES	Me- tro- poli-			Hous		Con-	Urba							Income			In	come B	reakde	win of	Househ	obda		
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	hold (thou sand	8 S	pend- ing Inits hous.)	Pap (tho	ja ja	No Dolla (00)	MES	of U.S.A.	Per Capita	Per Hisld.	Per C. S. U.	\$0-2 % Haida	2,499 % Inc.	\$2,500 % Halds	-3,999 % Inc.	0%	0-6,991 % . Inc.	0%	0-9,990 % . Inc.	07	000&ove
Duqueene		14.	-		.9	4.4		1		,391	.0078				10.4	2.8	21.7	12.6	47.4		15.1		5.	
Coraopolis		8.		-1	.4	2.8		- [		,420	.0055				10.0	2.4	17.2	9.0	46.5		18.8		7.	
Sewickley		6.	-	-1	.0	2.4		- 1		,336	.0055	2000			10.0	2.0	12.6	5.5	42.8				14.	
Mount Oliver		6.	2 .003	6 1	.7	2.2		-1	13	,291	.0045				8.2	1.8	11.7	5.9	48.1		23.2		8.	
Bellevue		12.	9 .007	5 4	.0	4.4		- 1	28	,341	.0095	2,197	7,085	6,387	10.0	2.2	12.9	6.2	46.3		20.6		10.	2 30.7
Bethel		19.	2 .011	1 5	.2	5.6		- [	36	,760	.0123	1,915	7,069	6,459	10.2	2.2	13.5	6.5	45.3		20.6	24.3	10.	
Brentwood		14.	9 .008		.4	4.7		- 1	33	,644	.0113		7,646		9.3	1.9	11.9	5.4	43.4		23.0		12.	
Munitall		18.	8 .010	9 5	.2	5.4		- 1	34	,111	.0114	1,814	6,560	6,219	10.0	2.4	15.1	7.7	46.5		20.2		8.	
North Braddock		13.			.6	3.6		- 1		,243	.0068				13.5	3.6	18.5	10.9	47.4		15.6		8.	
Swissvale		17.		-	.7	5.3		- 1		,232	.0108			6,058	9.7	2.3	13.9	7.1	47.4		21.3	27.1	7.	
West Mifflin		24.			.4	6.9		- 1		,341	.0135		7,471	5,821	8.2	1.9	16.2	8.5	46.7			27.2	7.	
Etna		5.			-7	1.8				,426	.0035		6,133	5,645	10.0	2.6	17.8	9.9	48.8		17.5		5.	
Armstrong		79.				23.9	23	.4		,920	.0395		5,241	4,915	19.4	5.7	23.0	14.9	41.9		1		4.	
Kittanning		7.	6 .004	1 2	.4	2.6		1	14	,430	.0048	1,899	6,013	5,462	16.0	4.2	19.6	11.1	44.2	41.1	12.8	18.0	7.	4 25.6
Beaver	108	204.	1 .118	87	.2	86.6	143	.2	379	,196	.1271	1,858	6,829	5,886	10.0	2.5	16.8	9.1	49.0	43.1	17.2	22.8	7.	0 22.5
Rochester-Beaver		43.	7 .025	12	.5			1	91	,188	.0306	2,087	7,296											
Reaser Falls- New Brighton		31.	1 .018		.8			- 1	<b>#0</b>	.880	.0901	1.985	6,509											
Beaver Falls		20.			.0	7.3		- 1		,543	.0133			5,385	10.0	2.5	18.1	10.1	49.4	44.6	16.1	22.0	6.	4 20.8
Aliquippa		28.			.6	9.6		-		,545	.0193			5,992	8.7	2.0	16.9	8.5	45.1		20.3	25.1	9.	
Ambridge		16.			.5	8.6		-		.074	.0111	2,017	7,350	5,814	9.6	3.8	13.9	7.0	48.0		20.4	25.4	8.	
Rochester		7.5			.2	2.5		-		307	.0048		6,503	5,560	10.1	2.5	17.7	9.6	48.3		16.7	22.2	7.	
Beaver		7.1	_		.7	2.8				,336	.0068			6,735	10.0	2.2	12.6	5.9	47.8		18.3		11.	
Bedford		39.0	0 .022	10	.8	11.9	1	.8	44	,987	.0151	1,154	4,165	3,764	34.2	13.2	27.4	23.1	30.0	41.1	6.1	12.7	2.	3 9.9
Bedford		8.1	8 .002	1	.2	1.5		1	7	,171	.0024	1,887	5,976	4,727	20.7	5.9	21.8	13.4	89.0	39.3	12.3	18.7	6.	2 22.7
Berks	116	270.0	9 .167	80	.2	93.1	174	.0	520	,329	.1745	1,927	6,488	5,588	12.9	3.2	18.2	9.8	45.1	39.6	15.8	21.0	8.	0 26.4
▲Reading		112.	.065	34	.0	41.9		1	229	,173	.0768	2,037	6,740	5,450	10.9	2.7	17.6	9.3	47.3	41.1	16.3	21.5	7.5	9 25.4
Biair	8	136.	.079	39.	.9	44.3	101	.3	205	,278	.0688	1,508		4,628	20.4	6.3	23.8	15.9	41.7		10.5	17.5	3.	8 14.5
Altoons		77.3	.044	28	.5	26.5				,754	.0418	1,614		4,695	19.0	5.7	22.5	14.9	43.3		11.2		4.1	
Bradford		52.0	.030	15.	4	16.9	16	.6	74.	,797	.0251	1,438	4,857	4,424	28.1	9.2	23.2	18.4	34.8	40.5	9.7	17.0	4.	16.9

¹ Eliwood City is in Beaver and Lawrence countles. SM Standard (A) and Potential ( $\triangle$ ) Metropolitan County Areas.



WFBG-TV is dominant in 15 Central Pennsylvania counties—the only area where it competes alone for the audience with the Johnstown station. Proof from Central Pennsylvania Trendex—the first complete rating study ever made in the area: WFBG-TV delivers 16.7% MORE audience, Monday-Friday. Only CBS station covering the area from Pittsburgh to Harrisburg, WFBG-TV also carries the best of ABC including "American Bandstand," the nation's number ONE daytime TV program. Call Blair-TV today for rates and availabilities.

Sources: Trendex, December 1957/15-County Central Pennsylvania Trendex, November 1957



## WFBG-TV

ALTOONA-JOHNSTOWN, PA.

Channel 10

ABC-TV • CBS-TV

Represented by BLAIR-TV

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa. WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N.Y. / WHGB-AM, Harrisburg, Pa. WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Harrford-New Haven, Conn. / WLBR-TV, Lebanon-Lancaster, Pa. Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York MAY 10, 1958



PENNA.		us.		NUN	IBER O	F OUT	LETS							(thous)			NU	MBER	OF	OUT	LETS		
Cont. from p.	626 unty	Pop. (thous.)	Outlets Foed	Est. & Drink.	Mdse.	F-H-A	Auth.	L-B-H	Drugs		City	C	County	Pop. (the	Total	Foed	Eat. & Drink,	Gen'l. Mdee.	Apparel	F-H-A	Auts.	S(a.	Druge
New Westn Kensington land Norristewn Ments N. Braddock Allegh Oil City Venan Oxford Chestr	omery, eny	26.3 39.7 13.5 19.8 3.5	357 8 639 14 82 8 254 5 103 1	0 12 7 33	36 52 63 74 4 0 21 38 7 8	48 2 14	14 T	7 16 3 3 9 12 8 6	15 2 5	Qi Ri		Jeffe wn.,Buci	k8	23.1 10.1 6.0 112.5 7.2	186 207 1,716	37 46 482 28	22 29 319 26	35 11 17 160 9	63 21 22 176 19	29 15 16 102 5	23 19 13 46 8	107 12	9 11 9 11 39 4
PalmyraLeban Philadelphia.Philad Phoenixville.Chest PittsburghAllegh PittstonLuzer PlymouthLuzer PottstownMontg	elphia. eny	685.1 7 14.3 11.8	210 8	0 4852 2 4 33 3 1458 1 52 5 38	18 6 363 2802 10 23 814 587 22 42 9 11 26 81	16 368 19 17	11 1 483 95 12 2 170 40 7 1 12 1 25 3	6 768 3 7 8 288 8 8	1224 16 327 8 8 5	Se Sh Sh Sh		Aller		128.1 6.1 15.9 27.3 14.5 6.2	398 368 278	18 98 82 81	78 47 87	161 3 33 23 18 9	155 9 47 49 42 8	76 3 27 24 17 13	51 8 22 29 17 17	10 29 30 10	48 6: 3 :- 10 1: 21 1: 9 :- 14
COUNTIES	Me- tro- noll-	•		PULAT STIMAT	ES, 1/1/	/58 Urbar		EF	FECTIVIVING I	E NCOMI	- 0	Income	STIMATI	ES, 105			estin	ates t	y SA	LES	MAN	ginal, d AGEM	
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)		Dol	et lars 00)	of U.S.A.	Per Capita	Per Hsid.	Par C. S. U.	\$0-2,4 % Haida.	and .	2,500- % falds.	434	95	0-8,99 % i. Inc	- 1	7,000- % alds.	494	1 m	00&ove % L. Inc.
Bucks		276.1 14.2 5.8 6.0 7.8 68.1	.0083 .0032 .0034 .0046	81.2 3.9 2.1 1.8 2.4	4.3 2.1 2.1 2.5		1 1 1	2,978 4,604 3,134 2,158 7,438 6,438	.0083 .0044 .0041 .0058	1,733 2,388 2,026 2,234			13.7 11.6 15.0 11.1 10.0	2.9 3.6 2.7 3.1	17.5 17.2 17.4 17.2 19.3	9.4 9.3 9.2 8.9 4.9	45.1 47.2 43.9 46.8 47.3	41. 87. 89. 35.	7 1 0 1 9 1 8 3	6.8 5.7 8.3	20,4 22.5 20.5 21.0 24.6	7.2 9.0 8.6 11.0	29.7 27.5
Butler	70	101.3 23.3 215.0 65.0 7.0	.0138 .1280 .0378	28.8 7.8 87.4 18.5 1.9		131.	7 30 10	4,248 9,165 9,965 8,513 2,340	.0131 .1039 .0364		5,365 5,400	4,781 4,816 4,863 5,028 5,258	18.8 19.3 16.1 12.7 10.0	5.7 4.7 3.5	23.9	13.5 12.8 15.3 13.7 11.7	43.9 44.1 44.0 47.3 46.1	46.	5 1 9 1 0 1	3.6 1.7 3.5	19.4 20.0 18.5 20.1 24.3	4.2 4.1 4.3 4.8 5.7	18.6

IN the Johnstown-Altoona Total

## **WJAC-TV**

leads by as much as 4 to 1 in STATION SHARE OF AUDIENCE

IT'S A FACT . . . backed by up-to-date ARB figures* . . . in the Johnstown-Altoona Total Coverage Area WJAC-TV overwhelmingly dominates the audience. Not just by a whisker, either. WJAC-TV leads its nearest rival (WFBG-TV) by 2 to 1, 3 to 1 . . . even 4 to 1 in some time segments. But don't just take our word for it. Check the ARB facts and figures for yourself , . . you'll agree WJAC-TV is the buy . . . for audience ... for results!

*ARB Study-Nov. 6-12, 1957

Get the hard, cold facts from your KATZ man!



PENNA.		(theus.)		NUN	IBER OF	OUTL	TS					3			NUI	MBEI	R OF	001	TLET:	S	
	ounty	Pap. (the	Outlets	Eat. & Drink.	Mdso.	F-H-A	Gas Sta.	Drugs		lity	County	Pop. (thous.)	Total	Food	Eat. & Orink.	Gen'l. Mdee.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H Drugs
Souderten. Mont State College. Centr Steelton. Daupl Stroudsburg. Mont Sunbury. North Index Months Swissvale. Allegi Tamaqua. Schuy Tarentum. Allegi Titusville. Crawi Turtle Creek. Allegi Uniontown. Fayet Upper Darby Township. Dolay	ehin oe umber- d heny (ikill heny ford heny	21.4 11.6 6.5 15.7 17.1 11.7 7.8 9.6 11.2	116 3 146 2 130 4 215 5 277 6 117 4 187 4 187 4 155 3 189 4 508 10	0 26 4 28 3 30 7 39 1 24 2 51 8 29 2 18 8 43	21 9 7 24 8 8 16 24 112 41 9 8 8 17 13 22 6 21 10 18 55 51	14 2 10 1 7 13 1	9 18 7 6 11 22 20 17 1 1 8 3 18 1 7 19 1	1 9 0 4 2 8 8 3 5 5	Warre Washi Wayn West West Wilke Wilkle Willia	rgrift We li n Wa ngton Wa naboro Fra saburg Gri saburg Ali maport Lye n De Ye	and	5.6 16.0 24.3 74.0 31.3 46.1 11.5	238 518 178 142 305 44 1,271 264 666	41 54 113 45 23 57 19 319 80 134 13 314	20 15 57 6 312 16 106 8	7 14 26 6 15 20 2 112 26 58 3 88	18 30 61 19 14 36 0 121 28 74 3 113	13 22 28 14 13 28 2 69 18 34 0 82	10 14 37 23 9 19 1 31 19 30 2 56	15 22 57 10 24 20 11 86 22 85 5	6 14 24 1 10 6 18 1 33 3 11 1 18 1 0 27 2
	Me-	6	M E	PULAT	TION ES, 1/1/	88	E B	FFECTIV	E COME —	SA)	STIMATI	ES, 198	7	The	"SM estim	" syr	mbola by SA	mar LES	k ori MAN	ginal, AGEN	exclu- IENT.
			1		Con-			1													
COUNTIES CITIES (continued)	tro- poli- tan Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	sumer Spend- ing Units (thous.)	Urban Pop. (thou- sands)	Net Dellars (000)	% U.S.A.	Per P Capita Hi				1000-3 % Helds.	,999	\$4,000 % Haida	0-6,91	99 30		9,999	0%	100&ovi
Carbon	poli- tan Area	(thou-		holds (thou-	sumer Spend- ing Units	Pop. (thou-	Dollars	U.S.A,	1,510 5,	Per G. S. U	\$0-2,4 % Helds.	% Inc. 1	12,500-3 Helds.   23.1 1	,999	\$4,000 % Haida	0-6,96 % i. Inc	99 31 . H	7,000- %ids. 2.0	9,999	0%	% is. Inc.
Carbon	poli- tan Area	(thou- sands) 83.4	.0311 .0384	holds (thou- sands)	Sumer Spend- ing Units (thous.) 16.0 28.4	Pop. (thou- sands)	Dollars (000)	U.S.A. 0270 0382 0382 0016	1,510 8, 1,588 8,	Par id. G. S. U 141 5,017 815 3,963 896 709 3,650	30-2,4 % Helds. 16.3 28.4	% Inc. 1 4.7 8.8	22,500-3 Helds.   23.1 1 18.4 1	,999 % Inc.	\$4,000 % Haida	0-6,91 % i. Inc 48.	99 30 31 6 1 6 1	7,000- % sids. 2.0 0.7	9,999 % Inc.	4. 8. 11.	% 16.3 0 19.1
Carbon Centre State College Bellefonte State College	poli- tan Area	83.4 86.1 87.8 21.4	.0311 .0384 .0169 .0125 .0037 .1123 .0093 .0081	18.1 18.0 6.4 3.9	sumer Spending Units (thous.)  16.0 28.4  14.6 2.1 63.4 6.8 4.9	Pop. (thou- sands)	B0,64 104,83 64,88 53,46	U.S.A, 4 .0270 1 .0352 4 .0816 7 .0170 7 .0037 8 .1181 8 .0144 8 .0096 8 .0100	1,510 5,588 6, 8,518 10, 2,498 13, 1,690 5, 1,841 7, 2,131 8, 2,036 7, 1,993 7,	Per G. S. U  141 5,017 318 3,963  896 3,650 409 5,056 5028 5,899 119 4,959 308 5,797 530 6,132	18.3 28.4 12.9 21.6 12.5 13.4 10.0 10.0	% Inc.   4.7 8.9 2.9 6.2 3.0 3.1 2.3 2.3	14.2 20.2 1 17.8 13.4 14.4 17.8 13.2 17.8 14.4	% inc. 4.7 2.4	\$4,000 % Heide 44.2 37.8	0-6.96 % . Inc 45. 41. 32. 41. 37. 38. 37.	99 30 6 1 6 1 1 2 4 1 1 1 3 1 7 1 2 1	7,800- % sids. 2.0 0.7 2.1 2.1 5.6 6.3 7.0 9.0	9,999 % Inc. 18.7 18.0	% Hold 4. 8. 11. 15. 9. 10. 9. 10.	% is. Inc. 4 16.3 9 19.1 2 30.6 8 21.0 8 31.1 4 21.7 8 39.8

# The Cintes of Delaware County



CHESTER TIMES CHESTER, PENNSYLVANIA

"MIGHTY MIDDLEWEIGHT"

Delivers Hard-Hitting Sales Power In Rich, Fast-Growing Suburban Market . . .

Delaware County Effective Buying INCOME Per Family

\$7,966

City of Chester Per Family Income. \$7 306

Del. County Families 34.5% Above National Average Chestor Families are 24% Above National Average RETAIL SALES

\$520,279,000

City of Chester Retail Sales \$120,750,000

Belaware County Retail Sales UP \$41,636,000 Chester Retail Sales UP \$5,950,000

(Over 1956 SM Figures)

Delaware County Population

538,100

City of Chester, 71,100 tine of the fastest growing Delaware County has grown 28.3% or added 117.356 people since 1950!

Source 8M 1988

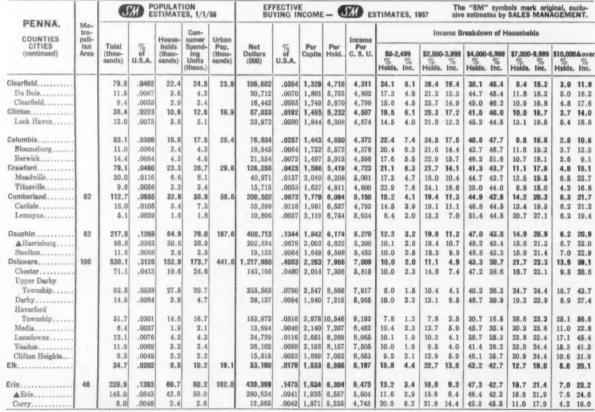


Daily

ABC CITY ZONE 84.2% FAMILY COVERAGE POPULATION 104,075

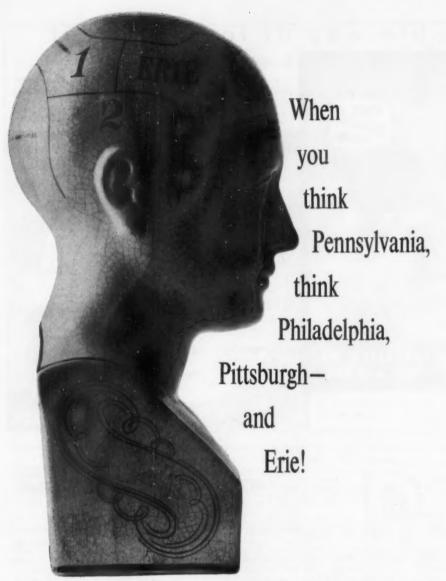
ABC CITY & TRADE ZONE 67.2% FAMILY COVERAGE





SM Standard (A) and Potential (A) Metropolitan County Areas.

O SM. 1958.



Erie is Pennsylvania's 3rd city: in Population, Retail Sales and Effective Buying Income.* Erie leads all major** Pennsylvania cities in growth—population, 1958* vs. 1940†; retail sales, 1957* vs. 1939†. ■ Erie's newspapers, The Times & News, deliver the whole market, not just part of it. Compare this with some other Pennsylvania situations, where adjacent cities are "combined" to make up a "market" which no one newspaper buy can cover. It stands to reason: Erie is the only logical 3rd market buy in Pennsylvania.

*1958 Sales Management Survey of Buying Power.

**75,000-and-over population

tu.S. Census.

you think Pennsylvania think Philadelphia Pittsburgh

-and Erie

The Erie Times (evening)

The Erie News (morning)

The Erie Times-News (Sunday)

For the latest market and media data, call The Katz Agency, Inc.

## a profitable way of looking at it

purchase this TV market instead of a single city

1.040.465 households 3,691,785 people

942,661 TV households \$33/4 billion annual retail sales

\$62/3 billion annual income

STEINMAN STATION . Clair McCollough, President



LANCASTER, PA.
NBC and CBS

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles



PENNA. COUNTIES CITIES (continued)	Me- tro- poli- tan Area	POPULATION ESTIMATES, 1/1/58					EFFECTIVE BUYING INCOME — ESTIMATES, 1867  The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.														
		Total (thou- sands)	of U.S.A.	House- bolds (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hald.	Income Per C. S. U.	Income Breakdown of Households									
												\$0-3 W Halds	2,499 % . Inc.	\$2,500 % Halds.	-3,999 % Inc.	\$4,000 % Haida.	-6,999 % Inc.	\$7,000 % Haida		\$10,00 % Halda	%
Fayette		182.9 21.0	.1003 .0122	50.6	<b>85.2</b> 7.7	58.2	254,882 39,886	.0854 .0134	1,394	5,037 6,232	4,615 5,127	22.6 18.0	7.1 4.8	23.2 18.4	15.8 10.6	39.8 43.2	<b>44.3</b> 39.6	10.5 14.3	17.6 20.3	3.9 7.1	15.2 24.7
Connellavilla		16.0	.0093	4.6			\$6,757	.0090		5,812											
Connelleville		13.4	.0078		4.8		22,322		1,666		4,789	19.1	5.5	20.1	12.5	43.2	44.2	12.6	19.5	5.0	18.3
Brownsville		7.6	.0044	2.4	2.5		12,845		1,690		4,992	20.7	6.0	21.9	13.8	40.5	41.9	11.6	18.2	5.3	20.1
Forest		4.3	.0025	1.1	1.1		4,888	.0017	1,130	4,416	4,166	28.5	10.0	26.3	20.2	34.2	42.9	8.3	15.7	2.7	11.2
Franklin		78.9	.0448	21.9	24.8	33.2	111,370	.0373	1,448	5,088	4,518	21.0	6.6	25.4	17.5	40.2	45.0	8.7	16.5	3.7	14.4
Chambersburg		18.6	.0109	5.7	7.2		32,894	.0111	1,768	5,771	4.560	17.2	5.1	22.5	14.3	44.8	47.0	11.2	17.8	4.3	15.8
Waynesboro		11.0	.0063	3.6	4.2		21,232	.0071	1,930	5,898	5,028	14.6	4.0	23.1	13.8	44.5	43.6	12.0	17.8	5.8	20.8
Fulton		9.5	.0058	2.5	2.7		9,352	.0031	984	3,741	3,450	40.7	17.4	28.0	26.0	25.0	37.8	4.4	10.0	1.9	8.8
Greene		44.4	.0258	12.1	13.9	5.8	81,066	.0205	1,375	5.047	4,370	23.1	7.5	24.5	17.2	38.8	44.3	10.4	18.0	3.4	13.0
Waynesburg		5.8	.0034	1.6	2.5		10,943	.0037	1,887	6,839	4,215	21.1	6.0	17.0	10.7	43.4	43.9	12.9	19.7	8.6	19.7
Huntingdon-		30.6	.0230	11.0	12.4	11.9	49,971	.0168	1,262	4,843	4,021	27.6	9.9	26.7	20.7	35.7	45.2	7.5	14.4	2.5	9.8
Mount Union		18.7	.0074	4.1			90,526	.0069	1,616	8,008											
Huntingdon		7.9	.0046	3.7	3.4		14,109	.0047	1,786	5,226	4,127	26.1	8.6	21.4	15.5	39.6	46.4	9.8	17.0	3.3	12.5
Indiana		74.2	.0432	20.5	23.4	19.2	100,772	.0338	1,358	4,916	4,299	24.6	8.1	25.3	18.2	37.7	44.3	9.0	16.0	3.4	13.4
Indiana		12.5	.0073	3.9	5.6		25,918	.0087	2,073	6,646	4,591	20.6	5.6	16.5	9.8	42.7	41.4	13.5	19.7	6.7	23.5
Jeffersen		48.7	.0271	13.6	14.6	19.7	63,916	.0214	1,369	4,700	4,378	25.1	8.4	28.4	18.4	37.4	44.3	8.8	15.3	3.3	13.1
Punzsutawney		10.1	.0059	3.3	3.3		15,720	.0053	1,556	4,764	4,715	25.8	8.2	23.2	16.0	37.1	41.9	9.6	16.3	4.3	17.6
Juniata		14.5	.0084	4.1	4.5		17,231	.0058	1.188	4,203	3.825	31.8	12.1	27.1	22.4	32.1	43.4	7.1	14.6	1.9	7.5
Lackawanna	134	253.0	.1471	73.0	81.0	239.7	384,991	.1290	1,822	5,274	4,750	19.5	5.9	23.1	15.1	42.1	45.1	11.1	17.9	4.2	18.0
AScranton		128.1	.0744	38.4	44.0		212,023	.0710	1,655	5,521	4,815	18.0	5.3	22.1	14.0	43.5	45.1	11.8	18.5	4.6	17.1
Carbondale		16.0	.0093	4.5	5.0		23,316	.0079	1,457	5,181	4,646	20.0	6.2	23.7	15.9	42.1	46.0	10.3	17.0	3.9	14.9
Dunmore		20.8	.0121	5.5			31,108	.0104			4,937	17.3	4.9	21.3	13.2	43.3	43.8	13.1	20.0	5.0	18.1
Lancaster	78	244.6	.1423	70.1	81.5	122.8	483,328	.1821	1,976	8,898	5,929	13.2	3.1	18.0	9.1	43.4	35.8	14.9	18.8	10.5	33.5
ALancaster		65.6	.0382	19.9	28.0		142,405	.0477	3,171	7,156	5,465	10.0	2.4	18.9	8.1	48.2	40.6	17.3	22.0	8.6	26.9
Ephrata		7.9	.0046	2.5	2.7		15,498	.0052			5,005	12.6	3.2	19.8	11.0	45.5	41.0	14.7	20.0	7.4	24.8
Columbia		11.9	.0069	8.9	3.8		19,793		1,663			11.8	8.1	20.8	12.0	47.5	44.6	13.9	19.8	6.0	20.5

SM Standard (A) and Potential (A) Metropolitan County Areas.

O SM, 1958.

## More people in the Lehigh Valley

(Eastern Pennsylvania's 2nd Market)

Have learned to Read - Enjoy - Rely on the

## **CALL-CHRONICLE NEWSPAPERS***

Allentown, Pennsylvania

Than any other paper in the area!

THAT'S WHY ADVERTISERS ARE CONSTANTLY INCREASING THEIR SPACE IN THESE PAPERS.

(Check the Figures on This Great Market)

*THE MORNING CALL — Evening Chronicle — SUNDAY CALL-CHRONICLE

National Representatives: Story, Brooks & Finley, Inc.

PENNA.		•	M PO	PULAT	ION ES, 1/1/	58	EF BU	FECTIV	E NCOME	_ 0	ES	TIMAT	ES, 1	957	The	"SM"	symb tes by	els mai SALES	MAN/	inal, en	NT.
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			Inc	ome B	rsakdow	vn of H	louseho	Min		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Haida.	,499 % Inc.	\$2,500 Haida.	-3,999 % Inc.	\$4,000 % Haida.	%	\$7,000 % Halda.	-9,999 % Inc.	\$10,000 % Halda.	% Inc.
Lawrence	244	108.0		31.3			188,731		1,748	46.000		13.1	3.4	18.1	10.4		44.2	18.2			20.6
△New Castle		50.8	.0295				93,865		1,848	- 2	- 2	11.0	3.0	17.5	9.7	48.3	44.0	44.0	21.8		21.5
1Ellwood City	4	13.6	.0079	3.8			25,668		1,887		-1	10.0	2.5	15.1	8.1	49.9	43.4		23.7		22.3
Lebanon	229	86.0	.0500	24.8	27.3	49.9	140,679	.0471	1,636	5,673	5,149	15.6	4.3	21.0	12.7	44.8	44.2	13.3	19.9		18.9
△Lebanon		32.8	.0191	9.8	11.6		61,434	.0206	1,873	6,269	5,288	11.5	3.0	19.5	11.0	47.8	44.1	14.9	20.7	6.3	21.2
Palmyra		7.7	.0045	2.5	2.5		13,808	.0047	1,793	5,523	5,338	13.5	3.7	21.4	12.9	47.0	46.3	13.3	19.6	4.9	17.5
Lehigh	4	207.2	.1205	59.9	68.9	165.8	390,746	.1311	1,886	6,523	5,664	11.6	2.8	18.1	9.7	48.4	40.4	15.9	20.9	8.0	26.2
▲ Allentown		113.0	.0657	33.8	39.6		225,783	.0757	1,998	6,779	5,697	10.5	2.5	17.2	9.0	47.2	40.0	16.5	21.1	8.6	27.4

¹ Eliwood City is in Beaver and Lawrence counties.
2 Bethlehem is in Lehigh and Northampton counties.

C SM, 1958.

SM Standard ( $\Delta$ ) and Potential ( $\Delta$ ) Metropolitan County Areas Before using these figures read foreword, page 13

## Take a longer LOOK at Lebanon, Penna.

Lebanon City '57 Sales \$58,199,000 (+9%) SPI - 152 Lebanon County '57 Sales \$104,922,000 (+6.4%) SPI - 105

"Pennsylvania's PURSE-ONALITY Market"

## LEBANON DAILY NEWS

Represented Nationally By Story, Brooks and Finley, Inc.

## **Compare These Records**

Continuing more than five years of many sales increases in Montgomery County and Norristown, Pa., we report 1957 as follows:

Retail Salos 1957 Food Sales 1957 Automotive Sales 1957 Drug Sales 1957

Montgomery County, Pa. \$560,510,000, increase \$80,791,000 \$139,069,000, increase \$15,049,000 \$119,633,000, increase \$36,640,000 \$17,449,000, increase \$ 4,374,000 Norristown (City), Pa.

\$80,971,000, increase \$5,849,000 \$21,713,000, increase \$2,476,000 \$15,149,000, increase \$2,129,000 \$1,790,000, increase \$94,000

Norristown city, city zone and retail trading zone new figures combined are, Retail Sales \$218,303,000 almost half of county, Food \$59,064,000 almost half of county, Automotive \$33,624,000 almost one-third of entire county, Drugs \$5,003,000 almost one-third of entire county, etc.

All this is yours to sell and profit by, through Montgomery County's No. 1 newspaper, The Times Herald, Norristown, Pa. In Norristown, not nearly, but everybody reads The Times Herald.

## THE Times Herald

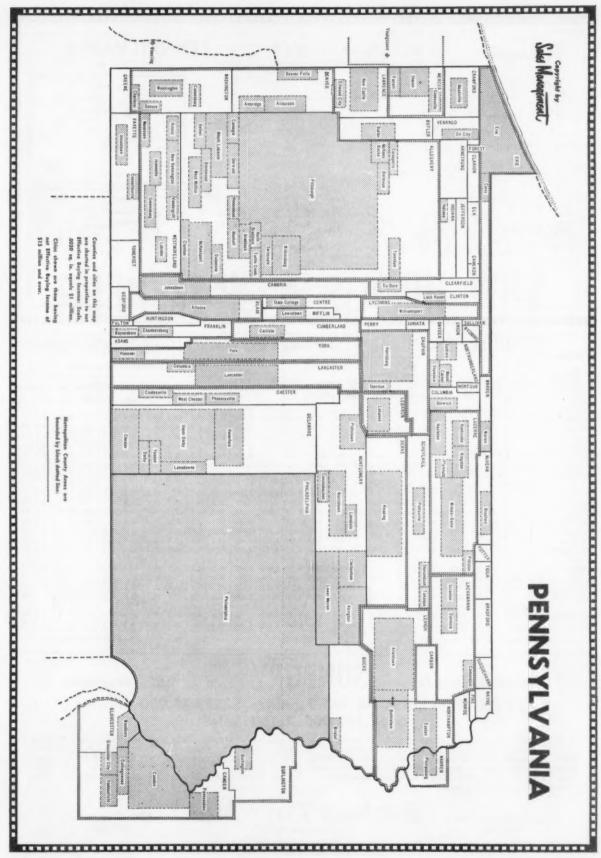
HORRISTOWN, PA.

National Representative, The Julius Mathews Special Agency

DENNA		•		PULAT	ION ES, 1/1/	88	EF BU	FECTIVE	COME	_ 6	SM) ES	STIMAT	ES, 1	057	Th	e "SM e estim	" symt	ols ma	rk orig	ginal, e AGEM	xclu- ENT.
PENNA.	tro- poli-			House-	Con-	Urban					Income			Inc	ome 0	reakdov	vn of H	louseho	kta		
(continued)	Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	0f U.S.A.	Per Capita	Per Haid.	Per C. S. U.	\$0-2 % Haida.	%	\$2,500 % Hsids.	-3,999 % Inc.	\$4,000 % Halda	-8,999 % . Inc.	\$7,000 % Halda	%	%	0&ove
Luzerne	163	372.2	.2164	104.4	113.9	318.6	558,547	.1866	1.495	5.331	4,888	18.2	8.4	23.2	14.9	42.9	44.9	11.2	17.8	4.5	17.0
▲ Wilkes-Barre		74.0	.0430	20.6	25.1		123,424	.0413	1,668	5,991	4,912	15.6	4.3	21.0	12.7	45.3	44.5	12.5	18.6	5.6	
▲Hazleton		34.8	.0202	9.5	11.0		58,630	.0197	1,685			12.7	3.3	20.4	11.5	46.4	43.2	14.0	19.7	6.5	
Kingston		21.3	.0124	6.4	6.8	1	40,283	.0135		6,294	5,863	14.6	3.6	18.8	10.1	43.2	37.8	14.7	19.4	8.7	
Pittston		14.3	.0083	8.7	4.0	1	18,009	.0060			4,444	20.4	6.6	24.8	17.6	41.8	48.3	10.4	18.2	2.6	
Nanticoke		19.5	.0114	5.6			28,230	.0095			4,569	18.5	5.8	23.8	16.4	44.5	49.7	10.3	17.3	3.0	
Plymouth		11.8	.0068	3.3			17,800	.0060			4,733	15.4	4.6	24.2	15.8	45.8	48.6	10.8	17.2	3.8	
Lycoming	277	103.7	.0603	31.4	35.4	68.9	167,848	1				18.5	5.8	23.6	15.3	42.8	45.8	10.8	17.3	4.3	
△Williamsport	211	46.1	.0268	14.3		80.8	84,187	.0282				15.2	4.2	21.4	13.0	45.7	45.1				
McKean		53.4	.0311	16.2		25.4	90,170		- 6			16.5	4.7	20.7		45.5	45.6	12.3	18.4	5.4	0.4
Bradford		17.4		5.4			34,279		1,970			14.2	3.6	18.5	10.2	45.4	40.8	14.1	18.3	7.8	
Mercer	168	118.1	.0686	33.7	38.5	66.5	213,827	.0717	1,811	6,345	5,546	13.0	3.3	16.8	9.1	47.1	42.1	15.9	21.5	7.2	24.0
Sharpeville		40.5	.0870	13.0			80,084	.0322	2,065	7,387										1	
Sharon		27.3		7.9			60,647	.0203			6,266	10.0	2.2	11.8	5.5	46.7	35.9	20.6	24.0	10.9	32.4
Greenville		9.7	.0057	3.0			19,347					15.9	4.2	13.1	7.4	49.0	45.5	15.9	22.3	6.1	
Grove City		7.9		2.5		1	17,779					10.3	2.4	12.5	6.4	50.9	42.1	17.6	22.1	8.7	
Farrell		13.5	1	3.4	4.4		23,728	1	1			10.0	2.5	18.8	10.1	46.6	200	17.3	23.0	7.3	
		42.1		12.0	1	1 1		1				20.0	6.3	25.6	17.8	41.8	47.1				
Mifflin		14.0	1	4.4		1		.0083				16.8	4.9	1	14.4		45.5	9.2		3.4	
Monroe		35.8	1	10.6	13.3	1	24,591 60,639		1,757			19.9	5.9	22.9	14.7	44.3		11.1	17.2 18.0	4.9	
East Stroudsburg		13.8	.0081	4.1			28,750	.0086	1,855	6,283								1			
Stroudsburg		6.5	1		2.4		12,554		1,931			10.6	2.7	21.3	12.0	47.6	43.6	13.8	19.2	6.7	22.5
Montgomery Lower Merion	106	480.4	.2703	132.7	156.0	282.3	1,093,665	.3867	2,277	8,242	7,006	10.0	1.9	13.3	8.7	42.3	29.1	18.4	10.1	16.0	44.2
Township		58.4	.0340	17.5	22.4		210,713	.0706	3,608	12,041	9,367	13.9	1.9	9.0	2.6	26.1	12.3	16.4	11.7	34.6	71.5
Norristown	1	39.7	.0231	9.5	11.9		69,726	.0234	1,756	7,340	5,844	10.0	2.3	16.8	8.4	46.1	37.5	17.2	21.2	9.9	30.6
Pottstown		26.3	.0152	7.8	9.1		55,514	.0186	2,111	7,117	6,070	10.0	2.3	14.8	7.3	47.7	38.3	17.3	20.9	10.2	31.2
Jenkintowa	1	5.8	.0032	1.6	2.3		15,011	.0050	2,729	9,382	6,426	12.1	2.2	9.4	3.8	40.4	26.2	19.3	19.0	18.8	48.8
Lansdale		13.0	.0076	3.9	4.2		27,100	.0091	2,085	6,949	6,398	10.0	2.2	15.7	7.7	44.7	35.6	19.4	23.3	10.2	31.2
Township		42.7	.0248	12.3	13.7		105,620	.0354	2,474	8,587	7,687	10.0	1.8	10.5	4.2	40.3	26.1	21.0	20.5	18.2	47.4
Township		32.7	.0190	9.1	11.1		113,236	.0380	3,463	12,444	10,139	8.4	1.1	8.1	2.3	27.5	12.6	21.9	15.2	34.1	68.8
Conshohocken		11.0		2.6		5	21,280	1				8.9	1.8	13.1	5.7	44.5	32.7	20.8	23.2	12.7	
Hatboro		7.3	1		1	1	17,359	1				9.1	1.9	12.8	5.5	200	-	21.4	23.6	12.9	
Souderton		8.3	1	1.6	1	2	12,608		1	7,878		10.0	2.1	14.7	6.8			22.1	25.0	12.3	
Montour		16.2	1									26.9	9.3	25.2				8.4	15.7	2.7	
Northampton	4	190.3	1	84.4		1	347,791	1				12.1	3.1	18.0	9.9	48.7	42.0	16.2	22.0	7.0	
2 ▲ Bethlehem	,	75.0					146,642			7,016		10.0	2.4	16.2	8.4	47.6		18.0		8.2	
Wilson (Pa.)- Phillipsburg (N. J.) A Easton		84.1 35.6					180,468			6,583		3.1	.7	21.2	10.8	50.7	41.8	16.9	21.2	8.1	25.4

2 Bethlehem is in Lehigh and Northampton counties. SM Standard (♠) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.





PENNA.		6		OPULAT STIMAT		/58		PECTIVI YING II		_ (	SH E	BTIMA	TES, 1	957	The	e "SM"		sales			
COUNTIES	tro-			House-	Cen- sumer	Urban					Inceme			inc	tome B	reakdov	vm of H	louseho	lcta		
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	% ef U.S.A.	Per Capita	Per Held.	Per C. S. U.	\$0-2 % Halds.	%	\$2,500 % Haids.	%	\$4,000 % Haids.	%	\$7,000 % Haids.	%	\$10,000 % Haids.	
Northumberland		110.9	.0845	32.3	34.7	80.6	184,718	.0518	1,395	4,790	4,446	21.4	7.0	28.4	18.8	40.1	48.7	9.1	16.0	3.0	11.8
Sunbury		15.7	.0091	5.0	5.6		26,677	.0089	1,699	5,335	4,750	18.7	5.6	24.1	15.6	41.9	44.6	10.9	17.6	4.4	16.6
Shamokin		15.9	.0092	4.6	4.9		22,771	.0077	1,432	4,950		21.5	6.8	25.3	17.4	39.8	44.7	9.6	16.3	3.8	
Mount Carmel		12.9	.0075	3.7	4.0		17,087	.0057	1,325	4,618		25.1	8.6	27.6	20.6	36.5	44.4	7.8	14.4	3.0	
Perry		24.1	.0140	6.8			32,722	.0110	1,358	4,812	4,329	23.8	7.9	23.6	17.2	40.0	47.2	9.8	17.4	2.8	
Philadelphia	106	2,209.0	1.2843	646.4		2,209.0	4,256,877	1.4273	1,927	6,586	5,399	13.7	3.4	17.4	9.6	45.1	39.9		21.4	7.9	
▲ Philadelphia		2,209.0	1.2843	646.4	788.4		4,256,877	1.4273	1,927	6,586	5,399	13.7	3.4	17.4	9.5	45.1	39.9	15.9	21.4	7.9	25.8
Pike		8.9	.0052	3.0	3.0		12,994	.0043	1,460	4,331	4,288	29.2	10.2	25.3	18.2	34.8	43.2	7.6	14.3	3.1	
Patter		15.8	.0092	4.6	5.2	3.2	21,143	.0071	1,338	4,596	3,992	28.5	10.2	28.5	20.5	34.5	41.8	7.9	15.1	2.6	
Schuylkill		192.8	.1121	54.5	60.1	112.2	273,725	.0918	1,420	5,022	4,551	20.8	6.6	24.5	16.8	41.1	46.2	10.1	17.1	3.5	
Potteville,		23.1	.0134	6.8	8.0		38,098	.0127	1,649	5,603	4,759	20.6	6.0	22.4	14.3	40.6	42.1	10.9	17.1	5.5	
Shenandosh		14.5	.0084	3.9	4.6		20,363	.0069	1,404	5,221	4,365	18.1	5.8	25.6	17.6	43.2	48.9	10.3	17.6	2.8	
Tamaqua		11.7	.0068	3.6	3.9		18,693	.0062	1,598	5,193	4,686	15.7	4.8	23.3	15.5	45.6	50.6	11.5	18.9	2.9	
Mahanoy City		10.2	.0060	3.0	3.0		14,137	.0048	1,386	4,712	4,577	22.4	7.3	26.1	18.4	39.1	45.1	9.0	15.6	3.4	13.6
Snyder		22.7	.0132	6.1	6.8	3.6	28,860	.0090	1,183	4,403	3,939	29.2	10.7	26.9	21.5	34.4	44.8	7.3	14.3	2.2	
Somerset	70	78.6	.0457	21.7	23.7	17.0	98,089	.0329	1,248	4,520	4,128	25.2	8.9	27.9	21.3	37.1	46.3	7.4	14.0	2.4	9.5
Somerset		6.2	.0036	1.7	2.3		10,995	.0037	1,773	6,468	4,733	11.8	3.2	19.0	11.2	51.1	49.3	13.0	18.9	5.1	
Sullivan		5.5	.0032	1.5	1.5		6,257	.0021	1,138	4,171	3,990	32.0	11.9	25.7	20.7	33.2	43.8	8.7	13.4	2.4	10.2
Suequehanna		29.8	.0173	8.3	9.1	5.4	38,943	.0130	1,307	4,692	4,259	26.5	9.0	24.2	17.8	37.1	44.0	9.3	16.9	2.9	11.5
Tioga		35.7	.0208	10.5	11.8	7.1	48,702	.0164	1,384	4,638	4,004	27.6	9.6	25.4	19.4	35.9	44.6	8.4	15.7	2.7	10.7

SM Standard (A) and Potential (A) Metropolitan County Areas.

C SM, 1958.

Before using these figures read foreword, page 13.

#### 4-County Shopping Center

## **SUNBURY**

#### in the Heart of Pennsylvania

174,700 Population—48,000 Families—\$232,031,000 Income \$161,381,000 Retail Sales

Sunbury fulfills the shopping needs of 174,700 people . . . 48,000 families . . . in four central Pennsylvania counties.

Their purchases last year caused retail sales in the Daily Item circulation area to rise to \$161,381,000. No other area within 50 miles of Sunbury . . in any direction . . . attracts shoppers at that rate.

In addition to its remarkable sales performance, the Sunbury market has another big asset to recommend it to advertisers. It's easily . . . and economically . . . covered. The Daily Item covers Sunbury completely—and reaches better than 60% of the homes in the 4-county area . . . the market's prime selling influence.

City Population 15,700

## Sunbury Daily Item

ABC Circulation 20,049

Represented by The Julius Mathews Special Agency, Inc.





The Flood Tide of Refugees

The Evening Bulletin Siday, Basspiser 13, 1987

Harnessing the H-Bomb for Peace

Nutting Says Britons Have Made Fantastic Disco-

## FAIRNESS IS A REASON WHY

## in Philadelphia nearly everybody reads The Bulletin

To present both sides of important questions . . . to print news fairly, accurately, and let the reader think and judge for himself . . . to exhibit at all times the good manners of a welcome guest in the home.

These are some of the things that help to explain why The Evening and Sunday Bulletin lives so intimately with the families of Greater Philadelphia-year after year.

To those with good products and services to sell, The Bulletin offers an unusual advertising

opportunity...to have your sales messages carefully considered-at home-in the newspaper Philadelphians read, respect and respond to.

The Bulletin goes home . . . delivers more copies to Greater Philadelphia families every seven days than any other newspaper.

Advertising Offices: Philadelphia · New York · Chicago Representatives: Sawyer Ferguson Walker Company, Detroit · Atlanta · Los Angeles · San Francisco · Seattle Florida Resorts: The Leonard Company, Miami Beach.

The Bulletin publishes the largest amount of R.O.P. color advertising in Philadelphia-Evening and Sunday!

#### To Some, NATO Seems Like a 'One-Hoss Shay'-With U.S. Pulling Entire Load

## 97% Coverage of NEW KENSINGTON-ARNOLD

\$62,510,000 Income

\$54,521,000 Sales

Aluminum, steel, coal, oil put an average of \$5,953 in New Kensington-Arnold pocketbooks—enable local families to spend \$54,521,000 for retail

The Dispatch alone sells this busy-and compact-market. All readers are less than 20 minutes travel from downtown stores—one very big reason why sales in New Kensington stores are 41% above average volume . . . food sales 16% above . . . apparel 230% above . . . drug 65% . . . and automotive 60% above! Our CONCENTRATED CIRCULATION does it!

In New Ken	sington-Arnold Stores Sales Prod'n Index*
Food	\$14,697,000 146
General Mdse.	7,652,000 143
Apparel	6.341,000 245
urnAppl.	3,413,000 151
Automotive	10,875,000 133
Drug	1,848,000 138

## 4 Colors Available Daily DAILY DISPATCH

NEW KENSINGTON, PA.

Represented by The Julius Mathews Special Agency, Inc.

PENNA.		0		OPULAT STIMAT	TION TES, 1/1/	58	EF BU	FECTIVE YING II	E NCOMI	_ (	SM ES	TIMA	TES, 1	957						ginal, e AGEMI	
COUNTIES	Me- tro- poli-			House		Urban					Income			Inc	come B	reakdo	wn of i-	louseho	olds		
(continued)	tan Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$8-2 % Halds	% Inc.	\$2,590 % Hslds.	% Inc.	\$4,000 % Hslds.	%, Inc.	\$7,000 % Halds	% Inc.	\$10,000 % Halds.	%
Union		24.9	.0144	6.0	8.4	8.7	32,867	.0110	1,320	5,478	3,869	28.0	9.8	21.9	16.2	38.1	45.9	8.8	16.1	3.2	12.3
Venange		65.6	.0382	18.7	10.2	37.8	88,572	.0297	1,350	4,736	4,594	22.3	7.2	24.7	17.4	40.3	46.3	9.4	16.3	3.3	12.8
Oil City-Franklin		30.8	.0176	9.4			48,198	.0161	1,591	5,127											
Oil City		19.8	.0115	6.1			30,367	.0101	1,534	4,978	4,735	21.3	6.6	23.5	15.8	41.2	45.5	10.1	16.9		
Franklin		10.5	.0061	3.3	8.6		17,831	.0060	1,698	5,403	4,839	18.3	5.4	21.1	13.4	44.5	46.6	11.9	18.9		15.7
Warren		43.2	.0251	12.3	13.5	14.9	64,114	.0215	1,484	5,213	4,734	20.4	6.2	23.2	15.3	41.9	45.2	10.2	16.7	4.3	16.6
Warren		14.9	.0087	5.0	5.3		28,302	.0095	1,899	5,660	5,245	15.6	4.3	21.5	12.8	45.3	44.4	11.8	17.5	5.8	
Washington	108	223.1	.1297	63.8		93.2	354,786	.1189	1,590	5,561	4,996	16.6	4.7	21.3	13.3	44.8	45.2	12.7	19.4		17.4
Washington		25.9	.0150	7.7	9.5		45,536	.0153	1,758	5,914	4,759	16.1	4.6	20.4	12.6	45.6	46.0	13.1	19.9	4.8	16.9
Charleroi		9.4	.0055	2.8			17,034	.0057	1,812	6,084	5,368	10.0	2.6	17.1	9.8	52.4	48.8	15.3	21.5	5.2	17.3
Canonsburg		13.1	.0076	3.9			20,691	.0069	1,579	5,305	4,866	17.7	5.3	21.6	13.9	45.0	47.4	11.6	18.5	4.1	
Donora		11.3	.0066	3.5			19,913	.0067	1,762	5,689	5,579	12.3	3.3	18.5	10.7	49.3	46.7	14.6	21.0	5.3	
Monongahela		9.0	.0052	2.8	2.8		14,612	.0049	1,624	5,219	5,111	16.8	4.9	21.5	13.7	45.4	47.0	12.0	18.7	4.3	15.7
Wayne		26.6	.0155	7.5		5.7	34,153		1,284	4,554	4,182	27.8	9.7	26.6	20.1	34.8	42.9	7.7	14.4	-	12.9
Honesdale		5.7	.0033	1.0			9,396	.0032	1,648	4,945	4,679	20.8	6.5	26.6	18.2	39.1	43.5	9.5	16.0	4.0	15.8
Greensburg-South Greensburg-South	108	336.1	.1954	94.6	103.4	160.2	521,720	.1749	1,552	5,515	5,041	18.4	4.7	21.8	13.3	44.7	45.3	12.5	19.1	4.8	17.6
west Greensburg		26.8	.0156	7.8			50,758	.0170	1.894	6.425											
Greenaburg New Kensington-		19.3	.0112	5.6	6.7		37,772		1,957	- F. F	5,562	11.1	2.7	17.6	9.3	48.0	41.3	14.9	19.4	8.4	27.3
Arnold		36.2	.0211	10.5			62,510	.0210	1,727	5.953											
New Kensington		26.3	.0153	7.7	8.6		45,447		1,728		5.232	14.5	3.9	20.4	12.0	45.1	43.2	14.2	20.6	5.8	20.3
Jeannette		16.5	.0096	4.8			27,048		1,639		5.232	13.4	3.7		12.5	47.8	47.0	12.9	19.2	5.0	17.6
Latrobe		12.9	.0075	3.5	4.3		23,936	.0080		6,839	5,469	11.0	2.7	17.6	9.2	48.3	41.6	14.6	19.0	8.5	27.5
Monessen		19.7	.0115	5.5	6.2		34,590	.0116	1,756	6,289	5,497	10.0	2.6	17.8	9.9	49.6	45.2	16.7	23.0	5.9	19.3
Vandergrift		9.2	.0053	2.7	3.1		15,425	.0052	1,677	5,713	4,861	10.5	3.0	20.9	12.9	52.3	53.1	13.0	20.0	3.3	11.0
Arnold		9.9	.0058	2.8	3.2		17,063	.0057	1,724	6,094	5,240	10.0	2.7	21.1	12.2	48.6	46.3	15.4	22.2	4.9	16.6
Irwin		6.0	.0035	1.8	2.1		12,444	.0042	2,074	6,913	5,737	10.0	2.4	14.2	7.3	49.3	41.5	18.4	23.5	8.1	25.3
Wyoming,		16.3	.0095	4.7	5.3		21,581	.0073	1,324	4,592	4,005	29.9	10.6	26.7	20.8	33.8	42.8	6.4	12.2	3.2	13.6
York	167	220.1	.1279	65.9	74.3	116.9	380,096	.1274	1,727	5,768	5,111	15.3	4.2	22.0	13.2	44.5	43.7	12.6	18.8		20.1
▲ York		63.4	.0368	19.8	23.3		121,733	.0408	1,920	6,148	5,220	13.3	3.5	20.3	11.7	46.2	43.3	13.8	19.6		21.9
Hanover		15.0	.0088	4.6	5.3		28,075	.0094	1,872	6,103	5,235	13.6	3.6	20.9	12.1	45.8	43.0	13.1	18.6	6.6	22.7
Total Above Cities		6,138.3	3.5688	1,795.2	2,157.1		12,055,027	4.0417	1,964	6,715	5,589	13.0	3.2	17.4	9.2	45.0	38.9	16.2	21.2	8.4	27.5
State Total		11,306.1	£ 8728	2 242 1	9 740 7	7 000 0	00 100 000		4		8.393		3.9	19.1	10.7		40.3	14.6	00.0	9.0	24.8

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

#### 4-Way Index to Survey Data

A 4-way index listing all the data both alphabetically and in the order of their appearance throughout the book is provided for your convenience on pages 3, 4, 5, 7 and 9. Also included is a special index to the state county-city tables giving, for each state, the page numbers of the map; list of cities with population and number of outlets; population and Effective Buying Income tables; retail sales tables, and the state metropolitan area tables.

# Channel 2 is No. 1 in Pittsburgh!

Day after day, within 38 counties in Pennsylvania, Ohio, West Virginia, and Maryland, more people watch KDKA-TV than any other medium!

Month after month, ARB share-of-audience figures, from sign-on to sign-off, give KDKA-TV an average of almost twice that of the 2nd Pittsburgh station!

There are some 4.5 million TV viewers within range of Channel 2. So, if you want great sales results, remember . . . no selling campaign is complete without the WBC station . . .





PITTSBURGH

Represented by PGW



#### WESTINGHOUSE BROADCASTING COMPANY, INC.

PENNA.			POPUL/ ESTIM/		/1/58	SH	E. B. I ESTIM	ATES,	1957				M	POPUL/ ESTIM/	ATION ATES, 1/	1/58	SM	E. B. I. ESTIMA	TE8,	1957
METRO. AREAS	Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Con- sumer Spend ing Units (thous.	(thou-		% of U.S.A.	Per Cap- ita	Per H'se- hold		TRO. REAS	Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pop. (thou- sands)	Net Dollars (\$000)	% of U.S.A.	Por Cap- ita	Per H'se hold
Allentown-										1Philade	- A				1,492.9	- wkweepe	-,			
Bethlehem-										Pittsbur		2,408.3		691.5		.,	.,,			
Easton	458.0		132.7					1,842		Reading		270.0	.1570	80.2		174.9	520,329			
Altoena	136.1	.0791	39.9	44.				1,508		Scranto		253.0	.1471	73.0	81.0	239.7	384,991	.1290	1,522	5,27
Erie	239.6	.1393	60.7		1		00.000	1,834	-,	Wilkes-										
Harrisburg	330.2	.1920	97.8					1,821	-,	Hazie		372.2	.2164	104.4			556,547			1-1-
lohnstown	293.6	.1707	79.1	87.	4.00			1,390			ımsport	103.7	.0603	31.4		68.9	167,848	.0562		
Lancaster △Lebanon	244.6	.1423	70.1	81.0 27.1				1,976		York	******	220.1	.1279	65.9	74.3	116.9	380,096	.1274	1,727	5,76
△New Castle	108.0		31.3					1,636		Total At	ove Areas	9,872.5	5.7400	2,841.0	3,306.2	7,615.7	18,421,819	6.1763	1,886	8,48
	Me	I			RET	AIL SAL	ES-	SH	ES	TIMA	TES, 1	957					mbols mai			
COUNTIES CITIES (continued)	tro- poli- tan Area	To Re Si	otai otail oles 0000)	% of U.S.A.	Per Hsid. Retail Sales		uality ndex	Inde of Sa Produ	les	Food (\$000)	Eating & Drink. Places (\$000)	Genera Mdse. (\$000)	App (\$0	arel	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber Bidg. Hdwre. (\$000)	. 0	rugs (000)
Adams			16,310 20,579	.0231	3,618	.0232	87 151	8 24	6	8,719 3,662	2,943 1,166	2,94		984	2,300	11,308 6,910	4,162 1,213	4,66	-	1,14

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

## Business in Kittanning, Pa. is UP again

This busy shopping center for a \$117,920,000 market continues to offer advertisers an ever increasing sales opportunity. With a family income of \$6013—nearly \$800 above the county level—and sales running two and three quarter times above average, Kittanning is really a bright spot for that much needed extra business.

Kittanning's double role as the buying spot of a 22,000 city zone, made up of several diversified industrial communities, and the trade center for all Armstrong county is well insulated (by distance) against the influence of outside newspapers.

It can be reached only by Simpsons' Daily Leader-Times with complete coverage of the city zone plus thousands of homes throughout the county.

## Armstrong County is a busy market

Total Income	\$117,920,000
Total Retail Sales	65,977,000
Food	18,567,000
Eating and Drinking	3,323,000
Gen. Mdse.	6,679,000
Apparel	3,534,000
Furn. Hshld, Appliances	3,568,000
Automotive	13,613,000
Gas Stations	5,808,000
Lumber, Bldg., Hdwre.	4,953,000
Drugs	1,696,000

#### SIMPSONS' DAILY LEADER-TIMES KITTANNING, PA.

Represented by the Julius Mathews Special Agency, Inc.

PENNA.	Me-			RET	TAIL S	ALES-	SM E	STIMA	TES, 1	957					rk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- mative (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Allegheny	108	2,068,576	1.0334	4,347	1.0347	108	108	572,314	182,448	359,785	122,788	116,071	356,718	118,788	89,316	70,096
▲ Pitteburgh		1,108,634	.5538		.4753	110	139	239,887	89,559	300,894	76,797	68,714	149.879		29,490	36.597
McKeesport		96,108	.0480		. 0345	126	176	26,396	5,822	10,407	13,640	9,285	12,200	5,002	5,688	2,970
Homestand-West																
Homestead-Munhall		67,071	.0335		.0830	181	190	18,554	4,788	4,456	8,958	1,050	#4,380	2,193	8,017	2,000
Braddoek		44,115			.0119	143	285	10,444	2,361	3,516	4,594	6,440	10,270		2,282	1,022
Wilkinsburg		44,225	.0221		.0223	123	121	11,811	918	3,358	2,958	2,561	15,342		1,365	1,811
Homestead		45,653	.0228		.0104	221	485	12,619	2,600	4,041	3,895	1,511	14,332	1,056	2,075	1,616
McKees Rocks		34,218			.0111	137	211	13,650	2,565	1,052	802	1,273	8,577	1,801	1,820	1,000
Carnegie		33,123			.0100	140	246	11,616	1,824	1,761	2,015	1,224	8,443	1,485	1,947	868
Clairton		38,117	.0140		.0112	110	137	7,783	1,675	1,220	1,679	1,340	8,989	1,405	2,200	968
Township		25,931	.0130		.0278	136	64	11.644	335	855	1,586	269	5,171	2,756	557	1.800
Tarentum		20,756			.0065	144	231	7,288	787	1,919	1,851	990	2,813		2,252	841
Dormont		36,800	.0184		.0122	165	249	5,061	1,299	1,033	616	2,980	22,029	1,269	371	1,089
Turtie Creek	ļ ,	21,146	.0106		.0077	118	163	6,886	1.602	775	1.392	1,483	3,973	1,414	1,873	731
Duqueene		17,841	.0089		.0082	101	110	6,694	1.836	397	798	869	2,381	1,484	1,458	781
Coraopolis		22,468			.0071	142	224	7.099	1,575	478	1.814	1,317	4,168	1,282	1,812	1,243
Sewickley		13,606	.0068		.0055	153	180	4,702	597	987	687	455	3,188	921	408	637
Mount Oliver		26,899	.0134		.0070	194	372	7,532	1,656	1,602	574	3,062	9,680	1,322	351	899
Bellevue		15,132			.0085	113	101	7,748	1,000	890	511	690	2,760	904	337	708
Bethel		4,340			.0090	81	20	1.657	570	184	136	230	125	846	140	708
Brentwood		27,891	.0139		.0116	133	160		1.321	850	336	948	6.008		421	731
Munhall		14,706	.0073		.0101	93	67	14,530 5,309	1,529	310	43	145		1,347 734	249	384
North Braddock		4,636			.0057	73	29	2,459	460	68			8,890 885		30	217
Swissvale		14,050			.0095	96	71	7,870	958	250	491	212 480		487 727	152	751
West Mifflin					.0101	72					491		1,447			0.00
		3,154			.0064		11	1,513	243	21		98	275	798	118	71
Etna		26,343		0.000	.0004	194 84	400	5,616	842	393	772	348	15,651	570	554	431
Armstrong		65,977	.0330	2,932			72	18,567	3,323	6,679	3,534	3,568	13,613	5,808	4,953	1,696
Kittanning		24,172	.0121		.0089	157	275	5,726	963	2,868	3,159	1,239	6,095	1,687	1,919	655
Beaver	108	201,748	.1008	3,527	.1175	99	85	56,579	11,613	20,298	13,557	14,643	40,711	14,581	12,284	5,907
Rochaster-Beaver Beaver Palle-		78,084	.0388		.0914	184	144	\$0,519	3,888	11,729	3,698	8,619	18,741	4,574	8,758	2,071
New Brighton		47,676	.0838		.0008	118	181	11,968	1,800	8,984	4,718	8,811	14,014	2,256	1,088	1,314

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.



# ONLY PITTSBURGH! Can do so many jobs so well!



To paraphrase U.S. Steel's slogan: "only Pittsburgh can do so many jobs so well." For U.S. Steel is one of the world industrial giants that provide strength and stability to help make Pittsburgh America's eighth market. The Post-Gazette, too, has shared in and aided the growth of this market of 3 million people. Oldest newspaper west of the Alleghenies (it was founded in 1786), the Post-Gazette mirrors the drive of this great and growing market. It's the only daily newspaper in Pittsburgh to set all-time advertising highs in six of the past seven years. Why not use it to build your sales, too!

TO SELL MORE IN THE

## Pittsburgh Post · Gazette



REPRESENTED NATIONALLY BY MOLONEY, REGAN AND SCHMITT

# BUSINESS IS ON THE MOVE IN Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Move in Mov

11 New Industries with \$12,000,000 Payrolls Stabilize Economy and Send Retail Sales Soaring!

Your advertising in

#### COLOR

makes a better impression in Altoona . . .

COLOR is advertising's magic ingredient, making merchandise move two to three times faster. You can take advantage of the results that COLOR brings, with saturation coverage... any day of the week, with 2, 3, or full color... with careful color craftsmanhip... in the ALTOONA MIRROR! (Advertisers have found it pays—with 280,672 lines during 1957!)

Here's a real healthy sign for advertisers! There's nothing like a bustling economy for keeping up the retail sales figures. And the hustling, on-the-ball industrial development group known as Altoona Enterprise, Inc., has attracted 11 new plants to Blair County and

metropolitan Altoona during the past 10 years. With 3,700 new jobs and a \$12-million annual payroll, they've given retailing a healthy shot in the arm. Food sales have jumped 3.6%, outstripping state and national averages. \$140,302,000 retail sales last year set an all-time record, with prospects for '58 even better.

Why? Things are still moving! Sylvania Electric Products' new \$2-million plant will be finished soon, and still further industrial expansion is expected. That's why Altoona's bustling, and per capita sales outstrip many metropolitan cities.

Get on the Altoona band-wagon, by selling this growing market through the saturation coverage of the ALTOONA MIRROR. reaching better than 95% of city zone families and 3 out of 4 homes in the entire county.

## Altoona Mirror

ALTOONA'S ONLY DAILY NEWSPAPER

Richard E. Beeler, Advertising Manager

PENNA.	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957					rk original, MANAGE	
COUNTIES CITIES (sontinued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Appareî (\$000)	Furn House- Appl. (\$000)	Aute- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Beaver Falls		35,296	.0176		.0143	122	150	8,141	1,368	3,562	3,435	3,085	10,097	1,363	1,540	926
Aliquippa		36,152	.0181		.0184	110	108	11,618	2,081	7,395	1.643	1.543	5,199	2,171	3,051	1,037
Ambridge		42,195	.0211		.0138	145	223	11,503	2,230	3,287	3,983	4,622	9,984	1,310	1,495	1,397
Rochester		19,385	.0097		.0062	148	231	5,829	872	2,340	1.596	863	3,979	1,201	1,157	441
Beaver 1Ellwood City		17,547	.0088		.0068	151	196	3,072	335	1,987	459	1,213	4,563	1,202	3,550	593
Bedford		51,606	.0257	4,778	.0198	87	113	9,117	5,408	4,438	1,038	1,098	11,063	11,240	4,103	592
Bedford		18,555	.0093		.0044	200	423	2.912	1,847	1,521	636	448	4.560	2,983	1,485	362
Borks	116	308,780	.1543	3,850	.1649	105	98	78,815	21,651	37,923	20,096	18,567	62,100	18,392	17,789	6,726
▲Reading		178,059	.0890		.0782	119	136	46,356	11,784	28,412	18,030	11,404	30,006	7,796	7,918	4,298
Blair		140,302		3,516	.0713	90	89	39,178	7,462	10,176	7,797	8,889	28,505	10,748	6,960	3,394
▲Altoona		92,095			.0437	97	102	26,024	4,464	15,464	6,535	6,712	16,937	5,823	3,400	2,231
Bradferd		52,574		3,414	.0264	87	87	11,976	2,046	3,959	2,052	2,248	15,337	3,460	3,145	1,086
Bucks	106	270,851	.1364	3,336	.1587	99	85	70,410	20,892	21,521	8,772	13,499	67,031	19,951	23,932	6,983
Bristol		30,716	.0153		.0104	125	184	8,434	1,895	1,614	1,855	2,999	7,762	1,355	1,665	824
Doylestewn		18,296	.0091		.0056	175	284	4,324	737	879	1,096	788	5,319	1,066	1,926	523
Quakartown		18,342	.0092		.0065	162	271	4,064	1,768	844	870	1,300	5,631	1,255	1,094	314
Morrisville Levittown-		19,676	.0098		.0068	148	213	4,825	2,110	1,662	424	612	5,735	1,083	1,454	900
Fairless Hills		65,881	.0329		.0423	107	83	19,189	4,473	14,337	3,653	3,600	6,701	3,556	3,422	1,890
Butler		109,215		3,859	.0539	92	93	24,879	7,187	11,410	4,971	5,008	24,561	12,588	7,081	2,648
Butler		60,638			.0183	136	224	12,592	3,215	9,168	4,509	3,697	12,677	5,369	2,242	1,520
Cambria	70	200,431	.1001	3,492		86	80	81,420	11,249	41,753	9,489	8,648	36,361	13,662	10,777	3,817
A Johnstown		119,746			.0437	116	158	27,408	6,202	34,819	7,098	5,339	19,715	5,205	6,103	2,35
Cameren		9,276	.0047	4,882	.0043	108	118	2,555	853	500	735	460	1,563	1,063	780	173
Carbon		46,138		3,055	.0206	86	74	13,961	2,559	5,204	1,557	2,645	10,034	2,857	3,274	910
State College-		63,651	.0318	3,834	.0349	91	83	15,854	3,998	4,718	3,702	2,908	13,271	6,922	6,282	2,07
Bollefonts		\$5,755	.0178		.0194	190	110	9,187	2,407	2,521	2,638	1,585	6,800	2,055	4,202	1,480
State College		21,067	.0105		.0148	117	84	4,876	1,778	803	1,685	532	4,102	1,263	3,249	1,010
Bellefonte		14,688	.0073		.0048	130	197	4.311	631	1.718	947	1.053	2.796	792	1.043	471

1 Eliwood City is in Beaver and Lawrence counties. SM Standard ( $\Delta$ ) and Potential ( $\Delta$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13.

## Potent puller in Pennsylvania's rich CHESTER COUNTY



West Chester plus PAOLI . . . and all of lower Chester County

A thriving market . . . the 3rd richest in Pennsylvania! And the dynamic promotional force in this prosperous county is the West Chester Daily Local News, the county's largest and most influential daily newspaper.

\$333,028,000 MARKET

\$6,982 per family income

\$7,944 per family income in West Chester!

\$199,300,000 Retail Sales!

\$42,766,000 Retail Food Sales.

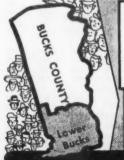
## The WEST CHESTER-PAOLI "DAILY LOCAL NE

Represented Nationally by THE JULIUS MATHEWS SPECIAL AGENCY, INC.

PENNA.	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" sy estimates	mbels ma	rk original, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Haid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$900)	Furn House- Appl. (\$800)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$900)	Drugs (\$800)
Chester	106	208,313	.1031	4,077	.1129	101	92	47,274	13,985	11,994	10,013	15,778	41,871	15,123	18,240	5,797
West Chester		45,817	.0229		.0144	155	246	11,039	2,165	3,887	2,828	4,168	10,317	1,833	4,398	1,020
Coatesville		30,438	.0152		.0110	136	188	7,485	1,637	2,550	2,486	5,040	5,368	1,919	690	1,178
Phoenixville		23,962	.0120		.0104	118	136	6.252	1,424	1,442	1,662	1,563	5,445	1,607	1,734	1,011
Oxford		15,771	.0079		.0037	185	395	8,501	603	766	732	620	5,352	524	1,032	470
Clarien		34,897	.0174	3.388	.0175	81	81	8,266	1,841	2,612	1,452	1,760	11,191	2,519	2,492	708
Clearfield		72,792	.0364	3,250	.0379	82	79	19,259	3.250	8,663	5.149	4.079	14,860	5,863	3,966	1,522
Du Bois		22,212	.0111		.0082	122	166	6.044	926	3,783	1.812	1,673	3,816	1,265	1,014	548
Clearfield		24,066	.0120		.0075	136	218	5,467	1,001	2,656	2,111	1,286	6,149	1,699	1,961	660
Clinton		35,704	.0178	3,276	.0194	87	80	10,061	1,886	3,945	1,932	2,184	7,522	3,093	2,577	829
Lock Haven		23,874	.0119		.0091	121	159	6,336	981	3,072	1,823	1,969	5,539	927	1,304	641
Columbia		51,963	.0260	3,289	.0268	87	84	15,025	2,727	5.091	2,973	1,987	10,301	3,354	3,700	1,493
Bloomsburg		17,910	.0089		.0072	113	139	4,596	879	2,210	1,234	833	2,817	1,036	2,075	396
Berwick	1	19,980	.0100		.0083	99	119	5,187	728	2,099	1,562	503	5,472	664	582	688
Crawford		81,199	.0406	3,485	.0425	92	88	20,236	4,358	7,683	4,398	3,966	17,162	6.057	7,701	1,576
Meadville		36,701	.0183		.0147	127	158	9,432	1,728	4,645	3,203	2,338	7,986	2,150	2,430	794
Titusville		17,102	.0085		.0063	113	152	4,794	543	1,886	899	690	4,344	962	381	515
Cumberland	62	118,297	.0591	3,596	.0644	98	90	29,592	7,886	6,483	4,354	5,418	28,866	12,041	9,652	3,012
Carlisle		39,026	.0195		.0139	132	186	8,115	2,187	3,516	2,744	2,685	8,170	2,275	4,284	1,191
Lemoyne		18,167	.0091		.0052	179	314	2,893	706	226	89	505	10,738	769	742	234
Dauphin	62	280,826	.1402	4,327	.1346	106	111	53,898	22,022	46,379	22,392	15,575	60,160	18,177	12,938	9,373
▲ Harrisburg		201,763	.1008		.0755	134	179	34,506	14,801	42,064	20,406	11,369	37,854	9,463	9,546	7,612
Steelton		8,476	.0042		.0058	85	62	2,385	643	432	470	285	2,224	440	521	332

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.



WHEN 1/2 OF A COUNTY = 3/4 OF THE POPULATION, YOU'RE IN THE LEVITTOWN - FAIRLESS HILLS - BRISTOL

LOWER BUCKS COUNTY, PA., MARKET . . .

of the 285,048 Bucks County population, 207,742, is concentrated in Lower Bucks County, Pa.

City Zone Sales (31,057 Circulation gives 78% Coverage of City Zone)

Automotive
Gas Stations
Lumber & Bldg, Supp
Drug Merchandise
Retail Sales — Total Supplies

Effective **Buying Power** 

NATIONAL BOTTINELLI-KIMBALL, INC.

S. W. Calkins, Pres. & Co.-Pub.



Murray C. Hotchkiss, V.P. & Co-Pub.

# GRADE A exclusive NBC Service to 2 STANDARD METROPOLITAN AREAS . . .

* ERIE and JAMESTOWN *

. PLUS MERCHANDISING!!

WICU-TV, CHANNEL 12, ERIE, PA.

316,000 WATTS

EDWARD PETRY & CO., INC.
NATIONAL REPRESENTATIVES

PENNA.	Me-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s	ymbels ma by SALES	rk original, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$006)	Drugs (\$000)
Delaware	106	520,279	.2600	3,403	.3447	110	83	152,200	38,032	62,914	31,628	20,897	97.076	34,587	27,952	18,391
Chester		120,759	.0603		.0504	122	146	38,235	9,539	17,929	10,616	7,411	18,472	4,734	3,608	2,892
Township		134,571	.0672		.0704	131	125	31,640	7,433	14,997	13,626	6,383	26,571	7,045	11,223	5,694
Darby		30,245	.0151		.0109	130	180	11,080	1,094	4,378	3,199	587	4,552	1,497	710	876
Township	1	20,135	.0101		.0349	116	34	6,180	1,475	140	90	310	5,510	2,605	1,450	1,375
Media		24,744	.0124		.0068	184	335	5,780	1,878	644	958	787	8,991	1,833	1,124	857
Lanadowne		11,958	.0060		.0091	120	79	2,442	973	93	470	998	5,494	633	169	425
Yeadon		3,036	.0015		.0062	90	22	1,501	193	76	43		136	365	***	315
Clifton Heights		20,635	.0103		.0067	137	210	11,570	1,089	696	340	321	3,597	961	429	543
Elk		35,482	.0177	3,735	.0183	91	88	12,629	1,679	1,934	2,370	2,034	7,005	2,609	2,659	980
Eria	46	282,198	.1410	4,049		103	101	88,959	17,365	39,271	16,631	15,595	81,661	18,483	19,522	7,110
▲Erie		212,079	.1059		.0957	114	126	53,442	13,067	35,647	14,314	13,331	39,241	11,971	14,855	5,576
Corry		13,009	.0065		.0050	109	141	3,773		861	608	634	3,334			362
Fayette		180,766		2,980	.0865	81	71	43,463	9,056	25,738	7,545	8,480	24,650			4,213
Uniontown Connellavillo-		56,525	.0282		.0176	144	231	13,298	2,612	12,245	8,523	4,692	7,525	3,017	4,895	1,700
South Connellaville.		26,088	.0130		.0103	111	140	7,536	1,318	3,687	1,898	1,186	4,984	1,244	\$,053	976
Connellsville		25,593	.0128		.0091	117	164	7,279	1,281	3,600	1,898	1,186	4,924	1,201	1,982	976
Brownsville		14,177	.0071		.0052	118	161	4,083	564	1,570		779	3,775	569	226	531
Forest		4,241	.0021	3,855	.0020	80	84	824	335	219	29	139	1,637	455	119	70
Franklin		98,158	.0491	4,482	.0424	95	110	20,218	4,229	10,885	4,791	5,416	25,510	7,302	7,173	2,198
Chambersburg		47,234			.0148	136	217	9,135		5,700	3,631	3,122	10,827	2,880	3,287	1,034
Waynesboro		22,607	.0113		.0082	130	179	5,733		2,016	1,104	1,451	8,628	691	495	833
Fulton		9,201	.0046	3,680	.0040	73	84	1,449	1,297	919	32	181	1,458	2,183		72
Greens		27,837		2,301	.0196	78	54	7,225	1,572	3,837	1,008	1,008	6,677	3,111	1,856	636
Waynesburg		14,306	.0071		.0047	138	209	3,992	621	1,442	841	615	3,860	906	481	551
Huntingdon		30,126	.0150	2,739	.0175	76	65	8,523	1,872	2,540	1,816	1,729	6,367	2,252	2,125	52
Mount Union		22,514	.0118		.0083	110	151	6,119	875	1,918	1,768	1,001	4,490	1,048	1,835	48
Huntingdon		16,811	.0084		.0058	126	183	4,048	707	1,782	1,232	1,276	3,206		1,216	42

SM Standard (A) and Potential (A) Metropolitan County Areas.

C SM 1958

Before using these figures read foreword, page 13.



•GEORGE A. McDEVITT CO., INC.. National Representatives • New York, Chicago, Philadelphia, Detroit, Los Angeles

PENNA.	Me-			RE	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s	ymbols ma by SALES	rk original, MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (5000)	Apparel (3000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gás Stations (\$000)	Lumber- Blog. Hdwre. (\$000)	Drugs (\$000)
Indiana		62,083	.0311	3,029	.0348	81	72	16,704	2,814	5,964	4,048	3,245	13,473	5,079	5,113	1,368
Indiana		31,477	.0157		.0105	144	215	5,692	1,117	3,964	3,432	2,159	7,340	1,678	2,546	740
Jefferson		43,876	.0219	3,226	.0227	84	81	12,434	1,549	3,865	2,277	2,404	10,919	2,352	3,092	932
Punxsutawney		16,195	.0081		.0063	107	137	4,742	538	1,855	1,019	1,027	3,027	795	1,146	468
Juniata		11,957	.0059	2,916	.0064	76	70	2,185	483	1,322	135	178	3.834	366	1,577	61
Lackawanna	134	242,465	.1212	3,321	.1303	89	82	67,949	17,521	35,426	19,521	16,382	39,721	13,330	8,626	6,151
▲Scranton		151,829	.0758		.0731	98	102	36,530	10,375	28,503	15,261	12,870	23,392	6,235	4,612	3,579
Carbondale		19,631	.0098		.0088	95	105	5,484	1,103	1,414	1,571	872	5,499	942	958	503
Dunmore		13,722	.0069		.0097	80	57	4,502	1,202	1,589	187	609	2,798	1,083	268	501

SM Standard (A) and Potential (A) Metropolitan County Areas.

@ SM, 1958.

Before using these figures read foreword, page 13.

## CONNELLSVILLE—SOUTH CONNELLSVILLE

\$137,441,000 INCOME

\$75,382,000 RETAIL SALES

Connellsville—South Connellsville —50 miles distant from Pittsburgh —is the self contained shopping center for 86,381 people whose retail needs are soaring rapidly under the impact of expanding industries and increasing wages. Sales in Connellsville stores are currently 62 % above average expectations. Food sales are almost double—92 % above par volume. Drug store sales are double—100 % above. General merchandise sales show an 80 % plus . . . automotive 62 % . . . apparel 87 % . . . furniture and appliances 40 % . . . lumber and hardware 85 % .

Busy Connellsville—South Connellsville is your only key to this growing market—the Connellsville Courier your prime selling influence. It covers Connellsville and South Connellsville, plus Dunbar, Scottdale, Mount Pleasant and a large portion of the surrounding Fayette and Westmoreland Counties.

The DAILY COURIER . . . Connellsville, Pa.

Represented by The Julius Mathews Special Agency, Inc.

## DUAL MARKET SERVED AND SOLD BY ONE NEWSPAPER . . . The



LANCASTER

POPULATION 464,700

FAMILIES 136,000

TOTAL INCOME \$863,422,000

FAMILY INCOME \$6,331.50 Average

TOTAL RETAIL SALES \$555,951,000

FAMILY RETAIL SALES \$4,082 Average

Source: S M May 10, 1958

The Lancaster and York markets are connected by a modern four-lane bridge, across the Susquehanna river. Easy accessibility to each other, similarity of historical background, as well as having the same current interests and diligence, join these two great areas as one "DUAL MARKET."

The SUNDAY NEWS is designed to cover all the interests of these people from complete local news and events, to the latest national and international news. You can reach and sell this "DUAL MARKET" with one newspaper—at one low cost.

Full color ROP and color comics available.

#### SUNDAY NEWS

8 West King Street Lancaster, Penna.

107 East Philadelphia Street York, Pa.

#### NATIONAL REPRESENTATIVES:

Lancaster Newspapers, Inc. 45 West 45th Street New York 36, N. Y.

Cresmer and Woodward, Inc. Chicago • Detroit • Atlanta Los Angeles • San Francisco

PENNA.	Me-			RE	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s estimates	ymbols ma by SALES	rk original MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index ef Sales Production	Feed (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Lancaster	75	299,006	.1493	4,265	.1543	108	105	62.685	16.007	39.000	15.019	16.035	64,061	20.733	20,381	6,203
▲Lancaster		138,329	.0691	-	.0522	137	181	29,655	6.953	28,250	10.986	8,362	27,751	7.314	3,647	3,402
Ephrata		21.654	.0108		.0068	148	235	3,290	699	1,758	1.005	1,133	5,366	1,138	2,369	534
Columbia		12,651	.0063		.0066	96	91	4,025	688	526	1,442	733	2,951	447	324	490
Lawrence	244	109,448	.0547	3,497	.0506	97	87	31,107	5,596	11.152	6.058	8,786	20,316	9.037	7.099	2.978
△New Castle.		72,433	.0362	-	.0325	110	123	20,845	3.633	8.823	4.929	6.192	12,306	5.033	3.848	2,251
1Ellwood City		20,059	.0100		.0089	113	127	6,574	814	1,867	1.082	1,368	4,844	602	1.377	603
Lebanon	229	104,922	.0524	4,231	.0492	98	105	24,246	4.999	¥,891	5,170	6,151	30,500	7,948	5.064	1,894
△Lebanon		58,199	.0291		.0229	120	152	14,519	2,882	7.054	4.309	4.579	13.824	3,725	1.829	1,271
Palmyra		17,252	.0086		.0058	129	191	4.085	296	887	483	587	7,428	979	754	502
Lehigh	4	277.802	.1388	4,638	.1313	109	115	57,018	18,434	59,449	17,048	16,703	48,553	17,728	13,940	6,452
▲Allentown 2▲Bethlehem		203,210	.1015		.0814	124	184	42,325	13,412	54,730	15,579	13,061	28,926	11,132	7,197	4,701
Luzerne	163	335,490	.1676	3,214	.1869	86	77	94,622	22,331	47,136	25,516	21,134	59,444	20,030	14,900	7,340
▲ Wilkes-Barre		113,410	.0567		.0463	108	132	25,821	7.437	29,593	14,378	7,474	9,955	5,424	2.080	2,190
▲ Hazleton		49,266	.0246		.0213	105	122	13,534	2,658	7,738	4,350	3,954	9,543	1,840	2.141	1,376
Kingston		35,777	.0179		.0146	118	144	7.460	2.118	1.965	268	778	16,798	1.794	2,321	549
Pittston		18,445	.0092		.0074	89	111	4,920	1.041	2,263	2,489	1,610	2,458	906	383	493
Nanticoke		20,224	.0101		.0101	89	80	6,194	1,154	1,545	1,332	1,268	5,043	1.005	512	481
Plymouth		10,827	.0054		.0060	88	79	3,390	740	508	628	1,676	1,469	573	644	293
Lycoming	277	108,023	.0540	3,440	.0563	93	90	27,119	6,272	14.464	7,032	5,668	21,781	9.748	5,365	2,473
△Williamsport		74,195	.0371		.0306	114	138	16,564	3,828	12,852	6,477	4,718	14,126	5,897	1,998	1,789
McKean		55,438	.0277	3,422	.0297	95	89	15,785	2,829	3,086	4,653	2,798	13,158	4,736	3,746	1.863
Bradford	-	28,803	.0144	-,	.0121	120	143	7.833	1,358	2.043	3,182	1,869	6,045	1,494	2,476	1,003
Mercer	168	137,427	.0687	4,078	.0702	102	102	36,090	6,320	15,132	8,203	8,821	30,419	9,081	12,008	3,795
Sharpeville		70,850	.0351		.0390	110	130	16,967	5,142	9,794	5,304	5,495	16,583	3,340	4,430	2,445
Sharon		55,892	.0279		.0217	136	175	12,280	1,961	8,900	4,699	3,686	15,095	2,144	3,361	1,912
Greenville		19,893	.0099	1	.0074	130	174	5,384	776	1,689	1,304	1,605	5,032	1,207	788	530
Grove City	1	16,096	.0080		.0063	137	174	4,082	408	1,966	1,181	618	4,049	1,274	1,501	363
Farrell		10,088	.0050		.0070	90	64	3,638	937	849	526	1,583	130	940	436	293
Mimin	1	39,738	.0198	3,312	.0208	85	81	9,797	2,285	4,768	2,416	2,742	7,954	3,660	2,325	1,222
Lewistown		29,940	.0150		.0103	127	183	7,463	1,258	3,943	2,340	2,420	6,351	1,934	1,430	940
Monree		46,281	.0231	4,359	.0213	102	111	10,700	4,874	6,049	1,785	1,758	8,354	3,750	4,150	1,177
East Stroudsburg		31,485	.0157		.0108	131	104	8,518	1,784	4.819	1,553	988	8,987	2,105	2,476	868
Stroudsburg		20,491	.0102		.0039	185	268	5,158	1,047	4,593	1,210	630	4,601	1.065	723	662

¹ Ellwood City is in Beaver and Lawrence counties. 2 Bethlehem is in Lehigh and Northampton counties.

If you aren't covered by the BETHLEHEM GLOBE-TIMES

you're not covering Penn's 3rd

largest market!!

3rd in Population

3rd in Buying Income

3rd in Retail Sales

3rd in Food Sales

3rd in General Merchandise Sales

- - - and we can prove it!

Remember you're not getting all of it without - - -

## The Bethlehem Globe-Times

Rolland L. Adams, Publisher - Gallagher-DeLisser, Inc., National Representatives

PENNA.	Me-			RET	TAIL 8	ALES-	JH E	STIMA	TES, 1	957			"SM" s	mbels ma	rk original, MANAGE	exclu- MENT.
COUNTIES CITIES (centinued)	tro- poli- tan Area	Tetai Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Foed (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparei (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Montgomery	106	560,510	.2800	4,224	.3232	116	100	139,069	34,840	69,911	28,465	29,541	110,633	39,402	33,296	17,489
Lower Merion																
Township	1	93,594	.0468		.0561	165	138	18,870	5,934	14,967	7,493	5,005	21,827	5,341	3,319	4,272
Norristown		80,971	.0405		.0285	123	175	21,713	4,132	13,281	7,040	6,599	15,149	3,969	2,453	1,790
Pottstown		48,935	.0244		.0197	130	161	9,964	2,832	5,446	3,787	4,166	10,929	2,757	3,398	2,216
Jenkintown		47,189	.0236		.0102	319	738	6,494	1,850	9,726	1,422	1,265	20,042	1,051	1,814	894
Lansdale		28,415	.0142		.0103	138	187	7,809	1,243	2,145	2,111	1,345	8,452	1,313	1,452	580
Township		19,855	.0099		.0256	103	40	4,564	1,780	234	288	818	7,387	2,454	457	951
Cheltenham																
Township		28,304	.0141		.0270	142	74	3,489	1,564	11,097	842	479	1,952	1,600	4,285	1,067
Conshohocken		18,827	.0094		.0077	120	147	5,620	1,080	971	486	1,108	3,400	2,082	2,129	537
Hatboro		18,753	.0094		.0066	153	219	4.047	572	785	1,656	1,080	6,115	1,175	938	776
Souderton		15,422	.0077		.0050	161	248	2,772	236	942	921	885	1.415	871	1,472	620
Menteur		11,973	.0080	3,326	.0067	71	64	3,412	827	876	744	633	3,434	598	439	365
Northampten	4	224,620			.1141	103	101	62,837	13,422	28,598	18,882	14,577	36,686	13,235	14,226	6,847
2▲Bethlehem		85,281			.0461	106	98	24,929	5,963	6,497	6,153	4,360	17,589	4,590	3,886	3,468

2 Bethlehem is in Lehigh and Northampton counties. SM Standard ( $\Delta$ ) and Potential ( $\Delta$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13

you're throwing away the best part



... if you miss the rich Sharon, Pa. part of the big Youngstown-Sharon Market!!

Sharon shows an increase over last year in---

Total Retail Sales
Food Sales
Furniture, Housewares, & Appliance Sales
Automotive Sales
Gasoline Station Sales

YOU don't get coverage of the best part of this vital market without——

The Sharon Herald

Gallagher-DeLisser, Inc., National Representatives

## For COMPLETE Coverage of the ALLENTOWN - BETHLEHEM - EASTON

Standard Metropolitan Area

## YOUR BUY IS

Only newspaper delivering saturation in important Eastern Half of Area. Largest evening paper is a MUST. Represented by Kelly-Smith Co.

#### WEEX-RADIO

Completely covers entire market. Pulse Rated No. 1 in the Easton-Bethlehem Area. (November, 1957). Represented by Headley-Reed Co.

PENNA.	Me-			RE	TAIL S	ALES-	SM E	STIMA	TES, 1	957					irk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Preduction	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Easton-																
Wilson (Pa.)-																
Phillipsburg (N. J.)		107,586	.0537		.0438	117	144	27,309	6,360	14,490	10,472	8,516	18,062	7,443	5,479	3,00
▲Easton		81,553	.0407		.0272	131	197	21,298	4,115	13,566	9,951	7,168	10,658	3,421	4,130	2,33
Northumberland		107,355	.0536	3,324	.0548	85	83	28,421	5.824	12,318	8,658	8,481	20,797	6,281	7.285	3,27
Sunbury		30,790	.0154		.0109	120	169	6,372	913	3,725	3,211	2,149	8,196	908	1,602	70
Shamokin		26,601	.0133		.0097	105	145	7,383	1,298	3,332	2,911	1,908	4,280	1,395	1,689	1,00
Mount Carmel		12,392	.0062		.0062	83	83	4,378	654	1.960	1.301	790	1,144	525	410	47
Perry		19,206	.0098	2,824	.0112	80	69	5,414	1,688	1,289	414	428	3,794	2.010	1,743	48
Philadelphia	106	2,687,260	1.3425	4,157	1.3732	107	105	587,229	248,696	585,694	252,293	153,134	385,496	91,638	74,789	81,68
3▲Philadelphia		2,687,260	1.3425		1.3732	107	105	597,229	248,696	585,694	252,293	153,134	385,496	91,638	74,789	81,68
Pike		7,925	.0040	2,642	.0044	85	77	1,538	1,327	984	139	461	716	715	139	7
Potter		16,443	.0082	3,575	.0079	86	89	3,329	1.058	1,450	387	1,406	4,761	1,582	620	29
Schuylkill	1	139,678	.0798	2,930	.0922	82	71	44,646	10,555	15,353	13,548	8,937	33,575	11,548	5,792	3.81
Potteville		43,919	.0219		.0156	116	163	8,575	1,989	8,322	7,066	3,297	8,632	1,641	725	1,05
Shenandoah		15,853	.0079		.0075	89	94	4,142	1,039	1,257	1,850	1,772	3,052	364	421	72
Tamaqua		14,425	.0072		.0066	97	106	4,069	831	602	1,042	597	4,431	1,075	977	26
Mahanoy City		10,548	.0053		.0052	87	88	3,697	868	935	920	243	1,810	482	252	45
Snyder		23,032		3,776	.0106	80	87	4,535	2,259	1,827	254	759	5,960	2,837	1,865	29
Somereet	70	62,882	.0314	2,898	.0350	77	69	15,885	3,658	6,326	1,781	2,787	13,657	7,254	4,700	1,32
Somerset		21,352	.0107		.0058	161	297	4,401	958	1,894	615	1,152	6,156	1,187	1,800	59
Sullivan		3,695	.0018	2,463	.0022	69	56	1,399	350	266	53	112	110	272	547	. 2
Susquehanna		26,721	.0134	3,219	.0140	81	77	9,096	1,481	1,397	757	578	5,296	1,790	1,679	40
Tloga		31,796	.0158	3,020	.0171	82	76	7,840	1,616	2,336	1,110	1,296	7,754	2,863	2,531	71
Union		19,021	.0095	3,170	.0113	78	66	5,141	732	1,329	658	1,051	4,687	1,998	1,055	38
Venango		57,971	.0290	3,100	.0311	81	76	17,993	2,793	5,374	4,036	4,612	9,861	5,455	2,548	1,47
Oil City-Franklin		46,701	.0254		.0186	106	133	13,611	2,177	4,942	4,037	4,012	7,414	8,776	1,818	1,39
Oil City		26,733	.0134		.0114	99	117	7,562	1,358	2,876	2,376	3,195	3,805	1,571	1,069	78
Franklin		19,968	.0100		.0072	118	164	6,049	819	2,066	1,661	817	3,609	2,205	749	60
Warren		57,064	.0285	4,639		97	114	10,145	2,452	22,524	2,212	2,000	7,677	3,845	2,732	1,01
Warren		42,139	.0211		.0128	147	243	6,461	1,425	21,501	2,102	1,601	4,618	1,941	862	76
Washington	108	217,008	.1084	3,401	.1179	91	84	60,919	11,705	22,921	14,896	12,517	46,877	15,293	15,218	5,14
Washington		63,038	.0315		.0201	134	210	16,100	3,346	9,541	5,346	5,057	10,501	4.192	2,971	2,03

3 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 13, under heading "Mail Order.

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

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#### PHIL-URBIA

is the market where the money is—a

\$500.000.000.00

RETAIL SALES MARKET

with its own weekly newspapers!

Philadelphia Suburban Newspapers, Inc. 311 E. Lancaster Ave Ardmore, Penna

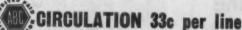
#### 67.093

WAIN LINE TIMES

IPPER DARBY NEWS

Germantoun Courier

In 10 | Roses food



· a cost lower than any other community weekly and most U.S. Dailies

> GENERAL ADVERTISING RATES MAIN LINE TIMES ..... 15c UPPER DARBY NEWS ..... 18c ..... 18c GERMANTOWN COURIER ..... 15c TOTAL ..... 48c

54.82

MINIMUM MILLINE

SAVE ON COMBINATION RATES 3 Papers 33c Any 2 Papers 27c

N. Y. C. 17

PER FAMILY EFFECTIVE BUYING INCOME

Lower Merion Twp. (Main Line \$8,470,00)
UPPER DARBY TWP. (East Delaware County \$8,110.00) GERMANTOWN \$7,500.00

General Advertising Representative RALPH R. MULLIGAN 141 East 44th St.

*Oct. 1957, Subject to Audit by ABC

## What's the latest count on homeowners?

SINCE 1950 population has jumped 21% in Delaware Valley, U.S.A. Not just more people, but more prosperous people! Of the 1,457,000 families in Delaware Valley, 74% own their homes. Only seven years ago that figure was 58%!

You'll find hundreds of such interesting facts in "The Families of the Delaware Valley," a broad market study prepared by Alderson & Sessions for The Inquirer.

You'll also see how The Daily Inquirer penetrates the richest part of this market. Example: 44% of the families in the area have incomes of \$5,000 a year or more. But 51% of Daily Inquirer families are in this higher income group! Get all the facts—send for your copy of this 108-page study, today.

## The Philadelphia Inquirer

Now in its 25th consecutive year of total advertising leadership



NEW YORK
ROBERT T. DEVLIN, JR.
342 Madison Ave.
Murray Hill 2-5838
MAY 10, 1958

CHICAGO EDWARD J. LYNCH 20 N. Wacker Drive Andover 3-6270

DETROIT RICHARD I. KRUG Penobscot Bldg. Woodward 5-7260

SAN FRANCISCO
FITZPATRICK ASSOCIATES
155 Montgomery St.
Garfield 1-7946

LOS ANGELES
FITZPATRICK ASSOCIATES
3460 Wilehire Boulevard
Dunkirk 5-3557

## Do You HIT or MISS The Scranton Market? . . .

"City Zone Coverage" Misses Nearly HALF The Metropolitan Area

49% of the Population lives OUTSIDE the City Zone

46% of Food Sales are made OUTSIDE the City Zone

45% of Effective Buying Income is OUTSIDE the City Zone

53% of Gasoline Sales are made OUTSIDE the City Zone

42% of Drug Sales are made OUTSIDE the City Zone

41% of Auto Sales are made OUTSIDE the City Zone

If You're Looking For More
Sales in The Scranton Market—
You Need THE SCRANTONIANTRIBUNE for that PLUS BUSINESS

Get The Complete Advertising Picture in All Scranton Newspapers

### The Scranton Tribune Daily THE SCRANTONIAN SUNDAY

GILMAN, NICOLL & RUTHMAN, National Representatives

PENNA.	Me-			RE	TAIL S	ALES-	SM	ESTIMA	TES, 1	1957		Siv	ne "SM" s	ymbols ma by SALES	irk original MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink, Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn Heuse- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Charleroi		30,672	.0153		.0085	155	278	7,860	858	3,707	4,184	2,263	6,905	584	2,525	49
Canonsburg		23,183	.0116	(	.0085	112	153	7,718	892	990	1,558	1,562	6,679	852	939	50
Donora		12,574	.0063		.0066	100	95	3,567	614	1,188	1.069	560		535	531	40
Monongahela		15,396	.0077		.0058	112	148	4,711	509	912	1,136	549		885	2,109	58
Wayne		24,418	.0122	3,256	.0125	81	79	6,351	1,522	2,260	769	1,220	4,320	2,295	1,680	54
Honesdale		14,169	.0071		.0044	133	215	3,157	521	1,289	670	940		1,237	634	30
Westmoreland Greensburg-South Greensburg-South-	108	316,923		3,350		80	81	93,594	19,503		23,393	19,913		25,142	20,582	8,13
west Greensburg		61,438	.0307		.0008	158	197	14.448	2.355	8,200	6.325	7,088	13,940	2,733	2.670	1.40
Greensburg		58,475			.0173	154	261	13,758	2,058	8,278	5,325	7,038	12,681	2,359	2,491	1,34
New Kennington-		54,521	.0873		.0229	100	129	11 000	0.7770	0.000	0.044		40 000			
								14,697	2,773	7,658	6,341	3,413	10,875	8,079	8,145	1,848
New Kensington		43,000			.0172	112	141	8,512	2,304	7,507	6,166	2,536	9,447	1,398	1,579	1,59
Jeannette		25,108			.0102	106	130	8,239	1,485	1,315	2,537	1,855	4,363	1,499	1,858	69
Latrobe		23,682			.0090	120	157	6,398	846	3,532	1,580	1,744	4,224	1,388	2,567	66
Monessen		21,084			.0113	98	91	7,711	1,215	1,291	2,537	1,882	3,728	718	896	586
Vandergrift		15,001	.0075		.0059	111	142	8,014	550		1,115	812	3,802	947	586	470
Arnold		11,521	.0088		.0058	100	100	6,185	409	145	175	877	1,428	681	546	253
Irwin		23,102			.0063	180	329	7,524	1,421	1,314	1,318	630	6,177	1,870	1,400	434
Wyoming		19,820	.0099	4,217	.0085	89	104	4,180	1,252	951	803	183	4,492	1,816	2,500	450
York	167	256,945		3,899	.1279	100	100	52,850	13,883	38,741	15,160	18,041	52,806	17,591	18,208	4,601
▲ York		124,481	.0622		.0464	126	169	23,323	7,486	21,328	10,304	8,361	28,049	7,538	4,573	3,034
Hanover		49,153	.0246		.0138	157	280	9,481	1,450	11,997	3,289	2,997	8,160	2,045	5,105	772
Total Above Cities		9,269,411	4.6305		4.1252	116	130	2,221,066	638,042	1,661,464	754,892	570,474	1,685,628	431,597	383,222	278,155
State Total		12,461,768	6.2256	3,843	6.5659	100	95	3,136,887	880,269	1,888,576	827,499	700,230	2,315,030	774,678	648,890	348,49
METRO, AREAS				RE	TAIL S	ALES-	SHI	STIMA	TE8, 1	957						
Allentown-							1									
Bethlehem-Easton.	4	563,469		4,248	.2793	106	106	133,844	37,041	89,167	36,973	34,259	99,199	38,012	33,807	14,610
Altoona	5	140,302	40000	3,518	.0713	90	80	39,178	7,462	19,176	7,797	8,889	28,505	10,748	6,960	3,394
Erie	46	282,196	1	4,049	.1438	103	101	68,959	17,365	39,271	16,631	15,595	61,661	18,483	19,522	7,116
Harrisburg	62	399,123		4,061	.1990	104	104	83,488	29,888	52,862	26,746	20,993	89,028	30,218	22,580	12,388
Jehnstown	70	263,313	1	3,329	.1420	83	77	67,285	14,907	48,079	11,270	11,435	52,018	20,916	15,477	5,142
Lancaster	75	298,006		4,265	.1543	108	105	62,685	16,007	39,000	15,019	16,035	64,061	20,733	20,381	8,203
△Lebanen	229	104,922	1	4,231	.0492	98	105	24,246	4,999	9,891	5,170	6,151	30,500	7,948	5,064	1,884
△New Castle	244	100,448		3,497	.0606	97	87	31,107	5,598	11,152	8,056	8,786	20,316	9,037	7,099	2,978
1Philadelphia	106	4,948,806	2,4724	3,961	2.0999	107	98	1,187,986	421,978	802,905	382,337	267,910	857,398	261,342	222,088	147,424
Pittsburgh	108	2,804,251		4,065		103	100	783,406	195,269	432,814	174,632	163,144	506,382	173,782	137,400	89,283
Roading	116	308,780	.1543	3,850	.1649	106	98	78,815	21,651	37,923	20,000	18,567	62,180	18,392	17,789	6,726
Scranton	134	242,465	.1212	3,321	.1303	89	82	67,949	17,821	35,426	19,821	18,382	39,721	13,330	8,626	8,151
	163	235,480	.1676	3,214	.1869	86	77	94,622	22.331	47,136	25,516	21.134	59,444	20,080	14,900	7.340
Hazleton		108,023			.0563	93	90	27,119	8,272		7.032	5.068	21,781	9,748	8.365	2,473
Hazieten	277										. 1.000	4,000		211.40		21414
Hazieten △Williamsport Yerk	167	258,948		3,000	.1279	100	100	52,850	13,883	38,741	15,160	18,041	52,805	17,801	18,206	4,601

Includes Camden, N. J.
 SM Standard (Δ) and Potential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 13. 
SM, 1958.

Schnitz un gnepp*

(*Dried apples with dumpling and ham slice)



## Pennsylvania Outch Favorites

#### "WONDERFUL GOOD" ALL DAY

Latest area survey proves WLBR-TV delivers more audience at lower cost than competition. "Popeye"...2.5% more audience than Lancaster station; nearly 3 times combined audience of both Harrisburg stations. "American Bandstand"... for 2½ hours daily, 2½ times combined audience of Harrisburg stations.



LEBANON-LANCASTER-HARRISBURG-YORK
... AMERICA'S NUMBER 1 UHF MARKET

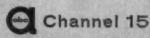
#### "WONDERFUL GOOD" ALL NIGHT

"World's Best Movies"...16.3% more audience than Harrisburg stations combined. WLBR-TV delivers America's Number ONE UHF Market at a fraction of the cost of nearest competitor. Blair-TV Associates has the amazing, dellar-saving facts.

Source: Trendex, Loboson County, Feb. 3-7, 1958



WLBR-TV



Blair Television Associates, Inc.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa. WFIL-AM • FM • TV, Philadelphia, Pa. / WNBF-AM • FM • TV, Binghamton, N.Y. / WHGB-AM, Harrisburg, Pa. WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLBR-TV, Lebanon-Lancaster, Pa, Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York MAY 10, 1958

## BONUS SALES ARE YOURS IN WOONSOCKET -

## Rhode Island's 100,000-Plus "Bonus Market"

It's a \$66-million retail market, surrounded by heavyspending industrial areas! And you can reach it only through The Call.

Average Sales Per Household:	Rhode Island	Woonsocket	% Lead
Total Retail	\$3,829	\$4,321	13%
Food	\$924	\$1,283	39%
Apparel	\$295	\$408	31%
FurnHouse Appliances	\$177	\$212	20%
Automotive	\$701	\$783	12%
LumBldgHdwre.	\$215	\$262	22%

Source: S.M. '58 Survey

Don't miss this profitable area! Sell 98% of Woonsocket homes through Woonsocket's one-and-only daily, the

## WOONSOCKET CALL

Representatives: Gilman, Nicoll & Ruthman Affiliated: WWON, WWON-FM

RHODE	13	LA	IA	U -	Ma	ssachuse	its, N	ew i	lamps	shire,	Verm	ont.)					1	siv	e estir	nates	by SAL	ES M	ANAG	EMEN'
Map, page 6	53	1 (3)			NUN	ABER O	FOUTLE	TS								(thous.)			NUN	ABER	OF OU	TLET	8	
	unty	Pon. (thous	Total	Outlets	Eat. & Drink.	Mdse.	F-H-A	Gas Sta.	L-8-H	Drugs		City		Cour	ty	Pop. (tho	Total	Food	Eat. & Drink.	Gen'i.	Apparel F-H-A	Auto.	Gas Sta.	L-B-H Drues
Bristol Bristo Central Falls . Provid Cranston Provid East Providence . Provid Newport Newse Pawtucket Provid	ence.	. 21	1.8	527 10 - 491 6 072 21	-1	33 (102 27 34 68 126 88	28 1	4 19 14 67  17 30 38 87	7 23 11 35	5 24 • 14 40	W: W: W:	ovidence arwick . ost Warwick osterly . oensock	K	ont ont	nton	230.0 53.0 20.1 13.0 51.2		2 98	83	484 80	316 20 18 21 	24	235 62	110 13 23 1
			0		OPULA'	TION TES, 1/1	/58		BUY	ECTIVA	E COME	_ (	SM	ESTI	WATES	, 195	7							
COUNTIES	Me- tro- poli-			07.	House		Urban	Net % Per Per Per Per U- S0-2,499 \$2,506-3,999											reakdo	wn of	Househ	olds		
CITIES	Are	a (ti	otal hou- nds)	U.S.A.	(thou- sands)	Spend- ing Units (thous.	Pop. (thou- sands)		rs	of U.S.A.				U.	\$0-2,49 lids. II	6 1	2,500 % tsids.	%	\$4,000 Halds	%	1 %	0-9,996 % . Inc.	1 %	000&ov
Bristol	112		31.8	.0188	1	-	-	-	497	.0183			5,66					****	39.9	36.3	12.8		8.	-
Bristol			12.5						802	.0067	1,584		5,18					14.3	40.9	40.3		17.4	6.	
Kent	112		85.5				83.0		652	.0485			5,46	10	5.4 . 4	.2	22.6	13.1	42.5	40.7	12.9	18.7	6.	8 23.3
West Warwick			20.1	.0116	1				638	.0099										40 .			1	
Warwick			53.0			4			,789	.0301	1,694					-		12.3	43.2	40.4	13.5	19.1	7.	
Newport			71.6	.0253	1	1			288	.0430	00000	7,008 7,952	4,22	_				13.6	40.2	40.2	12.5	18.9	6.	
Providence	112		588.0	.3418	176.1	201.5	533.0	1,015	742	.3405	1,727	5,768	5.03	1 1	3.2 5	.1	23.0	13.9	40.4	40.0	12.1	18.1	6.	3 22.1
▲Providence			230.0		68.2				136		1,778	6,028	4.81					14.1	39.7	39.2	11.7	17.5	6.	
Pautuchst-												.,	-,-						-		1		1	
Central Falls			109.4	.0436	33.1	oi .		187	815	.0630	1,717	5,540												
A Pawtucket			84.4	1	26.1				780	.0499			5.21	9 1	3.0 4	4 3	22.5	13.7	43.0	42.3	12.7	19.0	8.	8 20.6
Woonsocket			51.2	.0297	15.4				748	.0288			5,01				23.7	14.5	41.0	41.5	11.9	18.3	5.	
Cranston			61.8	.0360	1		4		021	.0355			5.67				18.8	10.1	42.8	37.7	14.9	19.8	8.	-
East Providence			39.7	.0231		1			874	.0265		6,859	-,-,-				9							
Central Falls			25.0	.0148	1				035	.0131	1,561	5,275	4.60	4 1	3.8 5	.1 3	26.4	17.3	42.0	45.3	10.8	17.6	4.	0 14.7
Washington			57.7	.0336		23.4	16.0	97	952	.0329		6,199	4.17	5 2	3.6 7	.1 1		14.1	38.7	41.5	11.1	18.0	5.	2 19.3
Westerly			13.0	.0076					322	.0065			4,80				25.1		34.8	37.7	10.7	17.6		3 20.8
Total Above Cities			634.2	.3686	184.3	201.6		1,112,	433	.3730	1,754	6,036	5,51	18 1	7.2 4	.7	22.3	13.5	41.3	40.3	12.5	18.4	6.	5 23.1
State Total			334.6	.4853	244.6	291.6	703.0	1,441	.087	.4832	1,727	5,892	4,94	12 1	8.2 5	.1	22.7	13.8	40.5	40.0	12.2	18.2	6.	4 22.5
	J	H		ULATIO	N , 1/1/50	3	SM	E. B. I	ATES	3, 1957					SM		PULA	TION TES, 1	/1/58	-	SM	E. B.	I. MATI	ES, 1957
(1	otal hou- inds)	% of U.S.	he (th	old Sp ou- i nds) U	end-	Pop. thou- ands)	Net Dellars (\$000)	% of U.S.A.	Per Cap- ita			METRO		Total (thou- sands	of	ho (th	old ou- ids)	Con- sumer Spend- ing Units (thous.)	Urb Poj (tho	D. Ma	Net Dellars (\$000)	% of U.S.		a- H's
Providence-	705.3	.410	0 2	10.5 2	37.9	433.8 1	,214,891	.4073	1,723	3 5.771		Above A	Area.	705.	3 .410	0 2	10.5	237.8	43	3.8 1	,214,86	1 .40	73 1,7	23 5.77

SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas. * Not available.

Before using these figures read foreword, page 13. © SM, 1958.



## WESTERLY—BUSIEST CITY IN THE STATE

## 182 Sales Production Index • Hub of 66,926-Population Market

Westerly is far out in front of all Rhode Island cities in sales production—shopping traffic. Sales in Westerly stores are 82% above par volume! Food sales are 97% above! General Merchandise 86%! Apparel 108%! Furniture-Appliances 95%! Automotive 33%! Drugs 38%!

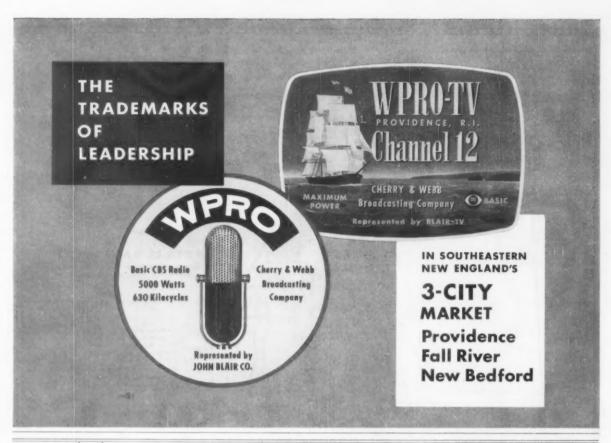
66,926 people in southwestern Rhode Island and southeastern Connecticut—with \$129,234,000 income, averaging \$6,710 per family—depend on Westerly as their shopping center. This prosperous market can be sold only with the Westerly Sun as your basic buy. The Sun covers Westerly completely, reaches twice as many homes in the surrounding market.

#### THE WESTERLY SUN . . . WESTERLY, R.I.

Represented by The Julius Mathews Special Agency, Inc.

#### THE WESTERLY MARKET

Population	66,926
Income	\$129,234,000
Retail Sales	\$82,051,000
Food	\$20,346,000
General Merchandise	\$7,094,000
Apparel	\$4,082,000
Furniture-Appliance	\$4,150,000
Automotive	\$13,921,000
Gasoline	\$6,291,000
Lumber-Hardware	\$5,956,000
Drugs \$2,	142,000



RHODE ISL.	Me-			RET	TAIL S	ALES-	SHI	STIMA	TES, 1	957					rk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	Index ef Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg, Hdwre. (\$000)	Drugs (\$000)
Bristel	112	26,519	.0132	2,947	.0167	90	71	9,174	1,529	1,254	1,472	1,681	4,577	1,962	1,412	1,386
Bristol		9,325	.0047		.0062	86	65	3,198	628	728	421	1,038	631	697	651	559
Kent	112	91,051	.0455	3,585	.0479	96	92	25,134	6,806	6,810	3,890	4,088	18,837	6,938	5,519	3,680
West Warwick		32,365	.0162		.0121	104	140	6,639	1,770	3,264	2,805	2,819	6,632	2,223	3,136	1,398
Warwick		45,007	.0225		.0280	91	73	15,614	4,012	3,523	619	826	9,017	3,979	1,711	1,828
Newport		62,863	.0314	3,435	.0392	94	75	17,396	5,479	4,808	3,459	3,741	10,680	4,138	4,722	2,633
Newport		41,387	.0207		.0254	100	82	8,992	3,269	3.987	3,401	3,364	7.154	3.071	3,293	1,670
Providence	112	699,105	.3493	3,970	.3434	100	102	159,365	50,493	97,855	60,966	31.516	128,932	42,633	34,502	26,295
▲ Providence  Pautucket-		363,073	.1814		.1501	112	136	62,113	25,191	69,434	38,426	17,388	62,846	17,053	18,276	11,488
Central Falls		116,459	.0582		.0617	97	0.8	28,356	8,453	10,647	13.615	5,778	\$3,616	6,198	4,017	5,625
▲ Pawtucket	ı	105,882	.0529		.0506	103	108	23,631	7.056	9,650	13,464	5,240	23,347	5,256	3,688	5,371
Woongocket		66,544	.0332		.0303	102	113	19,751	4,323	6,602	6.281	3,267	12.058	3,579	4.042	3,023
Cranston		41,548	.0208		.0312	87	58	12,755	2,528	2,102	953	1,546	9,903	3,810	2,429	2,656
East Providence		53,599	.0268		.0259	112	116	18,783	1,938	5,295	782	1,560	11,140		2,166	2,260

SM Standard (A) and Potential (A) Metropolitan County Areas. © SM, 1958.

## In NEWPORT-Rhode Island's Richest Market

#### The Local Newspaper ALONE Provides Effective Coverage

The big bulk of the Newport County market is concentrated-isolated-within the Newport City Zone—71% of the county's population, 76% of the buying power, 70% of the retail sales.

Here is where Rhode Island's richest market must be sold—and the fast-growing Daily News (34% circulation increase since 1950) is the only newspaper that can do it . . . reaching 74 of every 100 homes. No other newspaper can deliver the city zone—or the county, where the Daily News offers 63% coverage.

#### NEWPORT DAILY NEWS

Newport County's Only Daily Largest Circulation in Southern Rhode Island Represented by The Julius Mathews Special Agency, Inc. FAMILY INCOME

#### County \$7,008 City \$7,952

Population 71,600 \$128,244,000 50,613 \$97,004,000 Income Retail Sales \$ 62,863,000 \$44,633,000

Sell Newport's families, sell Newport's Navy personnel, sell Newport's summer visitors through the only newspaper that really gets your advertising inside this rich market,

## THE STRONGEST SELLING FORCE IN RHODE ISLAND



The Providence
Journal-Bulletin
is an operating
necessity in New
England's second
largest market!

It's Rhode Island's busiest and best salesman, providing complete coverage of ALL the families in ABC Providence and more than 80% in the city-state area. With ABC Providence in the over 500,000 group (513,275) this compact city-state market belongs on your "A" schedule.

Plan great in '58 with consistent advertising in The Providence Journal-Bulletin for the most effective, most economical and most responsive coverage of New England's second largest market.

## Providence Journal-Bulletin

Represented Nationally by WARD-GRIFFITH CO., Inc., with offices in New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Charlotte, and Portland, (Ore).

RHODE ISL.	Mo-			RET	TAIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" sy ostimates	mbols man	rk original, MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Central Falls Washington Westerly		10,577 56,980 27,719	.0053 .0285 .0138	3,605	.0110 .0318 .0089	76 95 117	37 <b>85</b> 182	4,725 14,845 7,149	1,397 4,319 1,449	997 4,811 3,578	151 2,355 1,929	532 2,244 1,571	269 8,398 4,016	942 4,733 1,484	329 6,477 1,618	25 1,47 66
Total Above Cities		797,116	.3983		.3797	103	108	183,350	54,560	100,160	09,232	39,151	147,013	46,124	41,339	30,18
State Total		936,498	.4679	3,829	.4790	99	96	225,914	68,626	115,338	72,142	43,270	171,424	80,404	52,632	35,44
METRO. AREA				RET	TAIL S	ALES-	SH E	STIMA	TE8, 1	957						
Providence- Pawtucket	112	816,675	.4080	3,880	.4080	100	100	193,673	58,828	105,919	66,328	37,285	152,346	51,533	41,433	31,33
Total Above Area		816,675	.4080	3,880	.4080	100	100	193,673	58,828	105,919	66,328	37,285	152,346	51,533	41,433	31,33

#### OLINA — Florida, Georgia, Maryland, North Carolina, Virginia, W. Virginia.)

	(*8)			NUI	MBE	R OF	OUT	LET	S						3			NU	MBE	R OF	OUT	LET	S		
Map, page 662 City County	Pop. (theus.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas	L-8-H	Drugs		City	County	Pep. (thous.)	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs
AikenAiken	11.7	245	68	26	13	15	14	17	34	8	8	1	Greenwood.	. Greenwood.	14.4	334	91	35	22	24	22	25	41	9	1
Anderson Anderson	20.7	484	130	53	40	34	32	44	68	12	16		Greer	Greenville	6.3	163	32	13	16	13	12	28	17	5	-
Brandon												11	Hartsville	Darlington	6.4	170	41	11	12	13	8	16	21	12	1
JudsonGreenville	12.0											Ш	Lancaster	Lancaster	9.4	220	76	26	15	17	19	18	14	7	1
CamdenKershaw	9.0	168	38	22	15	15	10	19	15	10	8	11	Laurens	Laurens	10.0	190	55	19	17	19	5	10	31	5	1
CharlestenCharlesten	71.7	1.112	287	176	77	134	80	34	79	27	43	11	Myrtle Beac	h. Horry	7.0	152	18	42	12	14	8	8	30	3	
ChesterChester	7.6	174	38	15	13	18	10	7	22	13	7	11	Newberry	Newberry	7.8	188	45	15	12	16	11	21	19	7	1
Columbia Richland	112.5	1,188	243	153	90	120	84	68	132	44	50		Orangeburg.	Orangeburg	16.9	289	62	28	31	27	18	21	35	10	1
ConwayHerry	6.9	185	48	14	14	14	12	14	23	9	7	11	Rock Hill	York	30.0	350	101	38	23	23	25	23	37	17	1
FlorenceFlorence	27.5	422	100	52	24	49	27	23	45	18	16	11	Spartanburg	Spartanburg.	43.5	620	136	94	42	45	34	51	81	21	2
GaffneyCherokee	9.8	199	63	16	13	14	15	17	31	8	4	11	Sumter	Sumter	24.5	378	120	29	28	34	23	15	46	16	1
GeorgetownGeorgetown	14.2	174	45	10	18	14	10	13	17	8	9	11	Union	Union	10.8	149	45	17	13	12	8	15	12		
Greenville Greenville	69.8	1.044	179	137	84	84	80	74	137	37	36	- 11	Walterbore.	Colleton	6.0	174	35	17	16	18	9	11	22	11	

		U		PULAT	ION E8, 1/1/	88	EFI BU	FECTIVE YING IN	COME	_ 6	M ES	TIMAT	ES, 1	957							
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			Inc	omo B	reakdov	vn of H	louseho	lds		
CITIES	tan Area	(thou- sands)	of U.S.A.	heids (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Haid.	Per C. S. U.	\$0-2 % Halda.	%	\$2,500 Halda.	0%	\$4,000 Halds.	%	\$7,000 % Hsids.	%	\$10,000 % Hslds.	%
Abbeville		22.2	.0120	5.6	8.5	5.8	23,298	.0078	1,049	4,160	3,546	41.3	17.0	26.0	23.4	24.4	35.8	6.0	13.4	2.3	10.4
Aiken	10	99.0	.0576	26.5	28.3	22.4	105,040	.0352	1,061	3,964	3,582	40.4	16.8	30.0	27.1	21.8	32.2	5.3	11.9	2.5	12.0
Aiken		11.7	.0068	3.7	4.3		15,929	.0053	1,361	4,305	3,634	42.5	17.0	30.8	26.9	18.1	25.7	4.4	9.4	4.2	21.0
Allendale		16.0	.0093	3.6	4.5		11,110	.0037	694	3,086	2,450	69.5	43.9	19.5	26.8	8.7	19.4	1.4	4.6	.9	5.3
Anderson		90.6	.0628	23.8	26.1	41.5	104,513	.0351	1,154	4,391	3,989	31.9	11.8	30.0	24.2	28.7	37.9	6.5	13.0	2.9	13.1
Anderson		20.7	.0120	6.5	7.2		31,665	.0106	1,530	4,872	4,395	27.6	9.2	30.9	22.5	29.1	34.5	7.7	13.9	4.7	19.9
Bamberg		16.7	.0097	4.0	4.6	5.8	12,981	.0043	777	3,245	2,815	88.7	31.5	23.8	28.0	13.5	25.8	2.8	7.6	1.4	7.1
Barnwell		28.6	.0167	7.0	7.5		18,946	.0064	662	2,707	2,519	67.0	40.9	21.5	28.6	8.5	18.3	2.1	6.9	.9	5.3
Beaufort		30.0	.0174	7.0	11.6	5.9	32,477	.0109	1,083	4,640	2,786	80.9	31.8	19.2	22.0	14.0	25.9	4.1	11.5	1.8	8.8
Berkeley		32.3	.0188				21,891	.0073	678	3,127	2,818	57.5	31.0	25.3	29.6	13.0	25.0	3.2	9.2	1.0	5.2
Calhoun		14.0	.0081	3.3	3.5		9,258	.0031	861	2,808	2,635	63.6	37.0	22.2	28.1	11.0	22.7	2.2	6.9	1.0	5.3
Charleston	24	197.8	.1150	54.0	67.1	138.4	253,789	.0851	1,283	4,700	3,777	38.7	14.6	24.5	20.0	26.6	35.6	6.6	13.5	3.6	16.3
▲Charleston		71.7	.0417	21.5	27.6		104,660	.0351	1,460	4,868	3,784	41.2	15.3	23.9	19.3	23.6	31.2	6.8	13.5	4.5	
Cherokee		40.2	.0234	9.7	10.7	14.5	38,726	.0130				38.8	15.2	30.9	27.7	25.1	36.8	5.3	11.7	1.9	8.6
Gaffney		9.8		2.0	1		14,002	.0047		4,828		29.7	10.6	29.3	22.7	30.3	38.4	7.4	14.2	3.3	
Chester		33.1	.0193				34,236		1,034			37.8	14.8	26.2	22.1	26.1	35.8	7.1	14.7	2.8	
Chester		7.6	.0044	2.2	2.5		10,247	.0035	1,348	4,658	4,086	34.5	12.3	26.8	20.8	27.5	34.9	7.1	13.6	4.1	18.4
Chesterfield		35.7	.0207	8.1	9.0	4.9	27,285	.0091	764	3,369	3,027	55.6	27.7	26.4	28.7	12.4		3.3	8.8	2.3	
Clarenden		32.2	.0187	6.0	7.2	2.8	19,350			2,933	2,680	61.8	35.3	24.9	30.9	9.7	19.8	2.3	7.2		
Colleton		28.8	.0168			6.0	21,392	.0072	743	2,971	2,778	58.7	32.3	25.2	30.2			2.1	6.2		
Walterboro		6.0	.0038	1.7	1.9		6,902	.0023	1,150	4,060	3,456	47.3	20.1	26.4	24.4	18.8	28.4	4.1	9.4	3.4	17.7
Darlington		52.5	.0308	12.5	13.8	12.9	48,904	.0157	1	3,75		46.5	20.5	200.10		1					
Hartsville		6.4	.0037	1.6	2.1		9,103	.0030	1,422	5,689	4,195	30.6	9.8	22.0	15.4	32.2	36.7	10.1	17.5	5.1	20.6

SM Standard (A) and Potential (A) Metropolitan County Areas. * Not available.

Before using these figures read foreword, page 13.

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#### MONTHLY HIGH-SPOT CITIES SALES FORECAST

of next month's retail sales volume in more than 200 U. S. and Canadian cities. In every first issue of the month SALES MANAGEMENT forecasts what the month's retail sales will be in leading U. S. cities. We give the sales volume, the percentage of change from the same month last year and its relation to the national change for the same period. The Survey of Buying Power gives you sales for the latest complete year. In between the current Survey and its successor, "High-Spot Cities" alerts you to changes in the making . . . each month.

# In every Sales Category OVER 1/3 of South Carolina's Sales Are Made in CHARLESTON and its 18 County Market Area!

... and we are the only newspaper serving and selling ALL of this big area!



Represented By The John Budd Co.

91,185
Daily Combined

Daily Combined 99,814 Sunday Combined ABC—Sept, 30, 1957

S. CAROLINA		0	AD PO	PULAT	ION ES, 1/1/	58		FECTIVI YING II		_ 0	ES	STIMA	TES, 1	957	The			ols mar			
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			inc	ome B	reakdov	vn of H	iousehoi	ds		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	heids (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Haids.	2,499 % . Inc.	\$2,500 % Halds.	%	\$4,000 % Halds.	%	\$7,000- % Hsids.	9,999 % Inc.	\$10,000 % Hsids.	%
Dillon		30.9	.0180	6.7	7.5	5.3	23,164	.0078	750	3,457	3,000	49.3	24.2	30.4	32.4	15.6	27.3	3.1	8.2	1.6	7.9
Dorchester		23.9	.0139	5.6	6.5	3.5	19,945	.0068	835	3,582	3,043	53.4	26.2	26.6	28.6	14.5	25.2	3.4	8.9	2.1	11.1
Edgefield		15.6	.0090	3.7	3.9	2.5	12,580	.0043	806	3,400	3,221	51.8	24.4	25.2	25.9	17.4	29.1	3.3	8.3	2.3	12.3
Fairfield		20.4	.0119	4.8	5.4	8.7	16,782	.0056	823	3,496	3,078	47.5	23.1	29.8	31.8	18.3	31.6	3.3	8.7	1.1	4.8
Florence		87.5	.0509	20.8	22.8	32.9	76,888	.0258	879	3,697	3,363	45.9	20.4	28.1	27.3	19.4	30.7	4.4	10.6	2.2	11.0
Florence		27.5	.0160	8.0	9.6		36,222	.0122	1,317	4,528	3,755	38.3	14.7	26.7	22.3	25.1	34.2	6.6	13.7	3.3	15.1
Georgetown		34.9	.0203	8.1	8.6	21.9	30,505	.0102	874	3,766	3,536	42.0	17.9	30.5	28.2	20.2	30.7	4.9	11.3	2.4	11.9
Georgetown		14.2	.0083	4.1	4.4		17,243	.0057	1.214	4.206	3,863	38.1	14.7	29.8	25.1	22.2	30.5	6.4	13.2	3.5	16.5

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Before using these figures read foreword, page 13.

#### Data and Ads Go Together: Read Both

A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.



S. CAROLINA		0		OPULAT BTIMAT		58	EF BU	FECTIVI	E NCOME	- 6	ES ES	STIMA	TES, 1	957		e estima					
COUNTIES	tro- poli-		_	House-	Con- sumor	Urban		~			Income			Inc	come B	reakdev	vn of H	iouseho	lds		
(continued)	Area	Tetai (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- nands)	Net Dollars (800)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Haids.	% Inc.	\$2,500 % Hskis.	EW	\$4,000 % Halds.	%	\$7,000 Halds	9,990 % Inc.	\$10,000 % Helds.	%
Greenville	59	201.0	.1168	55.3	83.9	117.0	290,360	.0973	1,445	5,251	4,542	26.0	8.2	27.8	18.9	31.9	35.9	9.4	18.0	5.2	21.0
▲Greenville		69.8	.0405	20.2	27.5		128,336	.0431	1,839	6,353	4,666	24.6	7.0	24.8	18.1	31.6	31.8	11.1	16.9	7.9	29.2
1Greer		6.3	.0037	1.7	2.0		9,163	.0030	1,454	5,390	4,485	19.4	6.1	26.8	18.3	39.6	44.4	10.7	18.1	3.5	13.1
Brandon-Judson		12.0	.0070	3.3	3.5		15,656	.0053	1,305	4,744	4,410	22.0	7.4	31.4	23.1	34.5	41.3	9.2	16.6	2.9	11.6
Greenwood		48.8	.0284	12.9	14.8	22.5	66,950	.0225	1,372	5,190	4,496	24.8	7.9	28.7	20.1	32.8	37.3	8.8	15.1	4.9	19.6
Greenwood		14.4	.0084	4.1	5.1		28,663	.0079	1,643	5,771	4,607	23.0	6.9	28.5	18.6	33.0	35.1	9.0	14.4	6.5	25.0
Hampton		18.6	.0108	4.4	4.5		12,088	.0040	650	2,747	2,689	60.5	34.7	25.1	31.4	11.8	24.2	1.8	5.4	.8	4.3
Horry		70.0	.0407	15.6	17.6	13.9	58,080	.0195	830	3,723	3,297	48.7	21.1	29.5	29.0	17.5	28.2	4.0	9.7	2.3	12.0
Conway		6.9	.0040	1.7	2.3		9,080	.0031	1,316	5,341	4,110	33.4	11.3	27.5	20.1	25.9	30.9	7.4	13.3	5.8	24.5
Myrtle Beach		7.0	.0040	2.0	2.4		9,005	.0030	1,286	4,503	3,643	40.3	15.8	27.9	24.0	22.4	31.3	6.2	13.1	3.2	15.8
Jasper		10.9	.0063	2.6	2.8		7,630	.0028	700	2,935	2,700	60.5	34.3	25.1	30.6	10.7	21.6	2.8	8.7	.9	4.8
Kershaw		31.4	.0183	7.5	8.4	9.0	27,478	.9092	875	-,,		49.0	22.6	26.3	28.4	18.2	29.8	4.5	11.3	2.0	9.9
Camden		9.0	.0053	2.6	8.0		11,290	.0038	1,284	4,342	3,752	40.7	15.9	26.8	22.7	22.3	80.8	6.8	14.2	3.4	16.4
Lancaster		40.1	.0233	9.3	10.9	13.4	43,888	.0147	1,094	4,717	4,005	26.2	9.4	31.5	24.8	32.8	41.9	6.9	13.3	2.6	10.8
Lancaster		9.4	.0054	2.8	3.0		13,080	.0044	1,391	4,671	4,265	26.6	9.2	83.8	25.2	28.5	35.2	7.9	14.6	3.7	15.8
Laurens		48.5	.0282	11.7	13.8	16.9	54,088	.0183	1,127	4,672	3,934	35.0	12.8	25.8	20.6	28.2	36.7	7.6	15.0	3.4	14.9
Laurens		10.0	.0059	3.7	8.1		13,905	.0046	1,391	5,150	4,485	28.3	9.1	26.9	18.8	30.4	34.8	9.1	15.7	5.3	21.6
Lee		22.1	.0129	4.7	4.9	3.1	12,537	.0042	567	2,867	2,523	66.1	40.3	21.6	28.6	9.9	21.4	1.5	5.0	.9	4.7
Lexington		50.1	.0291	13.0	13.8	15.1	51,253	.0172	1,023	3,943	3,692	35.4	14.4	31.6	28.0	25.8	37.3	5.2	11.4	2.0	8.9
McCormick		9.0	.0052	2.1	2.2		6,730	.0023	748	3,205	2,929	57.8	29.9	24.9	28.1	12.0	22.2	3.4	9.5	1.0	10.3
Marion		35.1	.0204	7.9	8.9	12.6	27,427	.0092	781	3,472	3,081	52.0	25.5	29.3	31.3	13.6	23.7	3.0	7.9	2.1	11.6
Maribere		29.5	.0172	7.0	7.5	7.3	21,163	.0071	717	3,023	2,791	59.6	32.6	23.7	28.2	12.7	24.7	2.7	7.8	1.3	8.7
Newberry		31.9	.0185	8.2	9.0	11.0	32,982	.0110	1,034	4,022	3,644	39.5	16.2	28.5	25.2	24.0	34.9	5.5	12.1	2.5	11.6
Newberry		7.8	.0045	2.3	2.7		10,635	.0036	1,368	4,624	3,826	34.3	12.9	26.3	21.4	30.1	40.2	6.4	13.0	3.9	12.5
Oconee		38.9	.0226	9.2	12.3	6.8	37,171	.0125	956	4,049	3,013	51.3	24.8	23.7	25.1	19.7	33.9	4.0	10.3	1.3	5.9
Orangeburg		71.1	.0414	16.6	19.7	10.9	55,926	.0187	787	3,309	2,836	62.3	33.1	21.3	24.5	11.2	21.2	3.1	8.9	2.1	12.3
Orangeburg		18.9	.0098	4.4	6.3		21,091	.0071	1,248	4,793	3,305	53.5	22.6	20.1	18.2	16.1	24.2	6.3	14.3	4.0	20.7
Pickens		40.4	.0235	10.3	11.1	6.4	44,024	.0148	1,090	4,274		29.7	11.2	32.8	28.9	29.0	38.9	6.0	12.3	77.77	10.7

1 Green is in Greenville and Spartanburg counties. SM Standard (A) and Potential ( $\triangle$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.

#### WHY TOP ACCOUNTS HAVE USED

#### WIS FOR 27 YEARS -



WIS dominates the official 12 county Columbia trading area—brings a bonus of 21 other S. C. counties.

WIS programming is kept in pace with the times. TOP PERSONALITIES build loyal audiences. Award winning newsmen and 5 mobile news units make WIS preeminent in the important news field.

Complete merchandising and promotion facilities to support on-air schedules.

*NCS #2

When you buy WIS, you get experience, sales power, low cost per impression. See your PGW colonel.

#### NOW THEY ARE BUYING WIS MORE THAN EVER!

NBC



COLUMBIA, S. C.

PETERS, GRIFFIN, WOODWARD, 196.
Exclusive National Representatives

G. Richard Shafto, Exec. Vice President W. Frank Harden, Managing Director

0.0000000		O O	M PO	PULAT	ION ES, 1/1/	58	EF BU	FECTIVE YING IN	COME	_ (	M ES	TIMAT	TES, 1	157	The	"SM"	symb	sales	rk orig	inal, en	NT.
S. CAROLINA COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdow	n of H	leusehol	lds		,
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Doilars (000)	0f U.S.A.	Per Capita	Per Haid.	Per C. S. U.	\$0-2 % Hsids.	%	\$2,500 % Helds.	3,999 % Inc.	\$4,000- % Haids.	%	\$7,000 % Halds.	%	\$10,000 % Helds.	%
Richland	31	177.7	.1033	45.1	60.2	136.1	257,885	.0865	1,451	5,718	4,283	29.1	9.2	25.6	17.5	29.6	33.3	9.9	16.8	5.8	23.2
▲Columbia		112.5	.0654	29.4	41.1		177,544	.0595	1,578	6,039	4,319	28.8	8.8	24.7	16.5	29.6	32.1	10.4	17.1	6.5	25.5
Saluda		15.1	.0088	3.7	3.9	.2	11,190	.0037	741	3,024	2,823	57.9	31.3	25.6	30.0	13.2	25.4	1.9	5.5	1.4	7.8
Spartanburg	270	161.4	.0938	42.2	47.3	60.3	200,527	.0672	1,242	4,752	4,238	29.1	10.0	28.6	21.5	30.6	37.6	7.9	14.7	3.8	16.4
△Spartanburg 1Greer		43.5	.0253	13.5	15.8		68,623	.0230	1,578	5,490	4,328	26.6	8.5	27.5	19.1	31.5	35.8	9.3	16.0	5.1	20.6
Sumter		65.0	.0378	14.9	18.0	30.3	58,242	.0196	896	3,909	3,227	47.3	21.6	28.6	28.3	17.7	28.7	4.1	10.0	2.3	11.4
Sumter		24.5	.0143	7.1	8.6	-	32,341	.0108	1,320	4,555	3,732	37.2	14.3	29.8	25.0	23.6	32.2	5.9	12.3	3.5	16.2
Union		30.8	.0179	7.6	8.1	10.8	31,952	.0107	1,037	4,204	3,906	34.4	13.2	30.3	25.3	25.8	35.0	6.6	13.5	2.9	13.0
Union		10.8	.0062	2.8	3.4		14,268	.0048	1,321	5,096	4,119	28.6	9.8	29.6	22.1	29.3	35.5	8.4	15.5	4.1	17.1
Williamsburg		45.4	.0264	9.1	10.0	3.8	26,514	.0089	584	2,914	2,631	63.6	37.0	23.6	29.9	9.3	19.3	2.3	7.1	1.2	6.7
York		88.0	.0512	21.4	26.2	43.0	108,336	.0363	1,231	5,062	4,124	29.3	10.0	26.6	19.9	31.5	38.3	8.9	16.3	3.7	15.5
Rock Hill		30.0	.0175	7.7	11.1		49,235	.0165	1,641	6,394	4,427	20.9	6.1	23.4	14.8	37.3	38.7	12.9	20.3	5.5	20.1
Total Above Cities		566.4	.3293	159.5	203.8		852,888	.2859	1,506	5,347	4,185	31.8	10.6	26.1	18.9	28.2	33.3	8.7	15.5	5.2	21.7
State Total		2,363.7	1.3743	586.0	680.2	899.3	2,506,050	.8402	1,060	4,277	3,684	40.5	16.1	27.0	23.4	23.5	33.2	6.0	12.0	3.0	14.4
	(I	POF EST	ULATIO	ON S. 1/1/58	. 1	JM)	E. B. I. ESTIMATE	S. 1957	1		-	S	D P	OPULA STIMA	TION TES. 1	/1/58	1	SM	E. B.	I. MATES	. 1957

Charleston... 197.8 1150 138 4 253,789 .0851 1.283 4.700 △Spartanburg. 161.4 .0938 42.2 00 : 200.527 .0672 1.242 4.752 136.1 257,885 .0865 1,451 5,718 Columbia... 177.7 .1033 .0973 1,445 5,251 | Total Above Areas 737.9 .4289 Greenville. 201.0

1 Greer is in Greenville and Spartanburg counties, SM Standard (▲) and Potential (△) Metropolitan County Areas. Before using these figures read foreword, page 13. © SM, 1958.

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE

## Greenville, South Carolina "Amazed" Mr. Osborn

There's far more to the Greenville market than meets the eye through a train window. Ask Mr. A. F. Osborn.

This advertising leader frankly admitted he had been "under-rating the city because of what I could see from the train window". A February, 1958, visit to this progressive industrial market changed his mind quickly. He was, in his own words, "amazed" at what he saw . . . giant textile and apparel plants humming with activity, a thriving retail district filled with shoppers, the new 15-million dollar Furman University campus, new plants under construction, and much more.

GREENVILLE, S. C.

A Half-Million Market
is America's Textile Center

Here is SALES MANAGEMENT'S measure of the Greenville Newspapers' Market (9-county ABC City and Retail Trading Zones) in the May 10, 1958 Survey of Buying Power:

		Totals
POPULATION	524,857	22.2%
INCOMES	\$656,737,000	26.2%
RETAIL SALES	439,427,000	24.6%
Food	106,847,000	23.8%
Eating, drinking	16,280,000	23.3%
Gen. Mdse.	57,458,000	27.6%
Apparel	22,352,000	22.9%
Furn., H'hold, Appl.	29,639,000	26.7%
Automotive	95,963,000	25.1%
Gas. Serv. Sta.	41,852,000	24.0%
Lumber, bldg. mat.	26,549,000	22.2%
Drugs	14,658,000	25.4%

Write us or WARD-GRIFFITH for additional market data, assistance and information.

Daily Circulation 102,363

Alex F. Osborn
President of the Creative
Educational Foundation;
Co-Founder of Batten, Barton,
Durstine and Osborn.

Write for your
FREE copy of
"Brand Inventory in
Greenville
News
Homes"

The Greenville News
GREENVILLE PIEDMONT

Represented Nationally By WARD-GRIFFITH COMPANY, INC.

S. CAROLINA	Me- tro-	Total	1	Per		ALES-	SE E	SIIMA	Eating &			Furn		by SALES	Lumber-	THE PARTY
COUNTIES CITIES (continued)	poli- tan Area	Retail Sales (\$000)	of U.S.A.	Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	Mdse. (\$000)	Apparel (\$000)	Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg. Hdwre. (\$000)	Drugs (\$000)
Abbeville		12,626	.0062	2,255	.0083	64	48	3,227	513	995	382	633	2,964	1,606	726	71
iken	10	57,491	.0288	2,169	.0378	66	80	19,229	2,073	2,976	1,853	2,792	12,623	7,760	2,836	1,12
Aiken		32,088 8,352	.0160	2,320	.0088	129 53	235	9,866	597 535	1,812 629	1,765 250	1,119	9,114 1,378	2,667 1,661	1,861	23
Anderson		78,753	.0394	3,309	.0300	76 127	75 208	17,403 8,981	3,305	10,088 8,374	3,281 2,707	6,640 4,439	10,514 12,792	7,029 3,131	3,415 2,313	1,70
Anderson		49,968 12,422	.0250	3,106	.0059	61	84	2,841	1,926 577	1,264	493	472	2,521	1,518	1,502	33
armeli		14,783	.0074	2,109	.0088	53	44	4,700	208	1,319	196	606	3,427	1,843	844	40
Beaufort		21,139	.0105	3,020	.0121	70	60	5,538	841	1,182	1,247	1.446	5.987	1,630	1,471	68
lerkeley		12,261	.0081	1,752	.0092	49	32	4,214	304	1,892	158	617	2,223	1,208	862	42
Calhoun		7,041	.0038	2,134	.0043	53	44	2,513	91	363	417	122	2,026	472	432	17
Charleston	24	190,735	.0952	3,532	.0941	82	83	47,461	9,738	22,437	14,665	13,906	34,462	15,290	14,644	6,80
▲Charleston	29	142,023	.0710	3,002	.0472	113	170	28,890	7,180	19,167	13,243	12,317	30,003	7,491	10,228	4,70
Cherokee		20,139	.0101	2,076	.0142	81	43	6,662	1,028	1,642	982	1,151	3,378	2,117	1,008	90
Gaffney		15,852	.0079		.0059	104	139	5,025	591	1,379	940	1,079	2,981	1,515	905	46
Chester		19,283	.0096	2,381	.0125	65	50	5,059	808	1,361	1,505	1,157	3,928	2,487	1,263	68
Chester		12,481	.0062		.0045	102	141	2,975	265	615	1,454	794	2,245	1,772	847	49
Chesterfield		20,136	.0101	2,486	.0117	57	49	4,891	576	1,695	786	518	5,691	2,662	1,207	62
Clarendon		14,816	.0074	2,245	.0092	49	40	4,437	556	1,845	226	245	3,473	1,780	931	37
Colleton		17,738	.0089	2,464	.0096	57	53	4,919	801	1,735	1,492	1,001	2,582		1,742	80
Walterboro		14,109	.0070		.0040	114	200	3,043	496	1,278	1,492	886	2,450	1,052	1,664	75
Darlington		35,005	.0174	2,800	.0192	63	57	9,904	1,223	5,020	1,275	1,538	6,863	2,777	2,350	97
Hartsville		17,146			.0048	130	232	4,163	346	3,215	517	879	3,634		1,257	46
Dillen		19,508			.0104	58	54	4,797	1,058	1,734	1,109	859	3,694		2,155	51
Dorchester		16,469	.0082	2,941	.0086	62	59	5,178	310	1,404	643	507	2,544	2,142	888	68
Edgefield		16,382	.0082	4,428	.0064	71	91	2,650	230	1,060		347	6,707	1,362	1,798	63
Fairfield		9,659			.0066	55	40	3,083		1,576		347	1,895		392	30
Florence		76,078 47,804			.0345	103	75 149	15,229 9,422		10,822 7,339		3,968 2,564	18,904 11,252		5,607 4,012	2,19
Florence		41,001	.0200		.0100	100	140	0,100	1,000	,,,,,,,	2,020	2,001	11,000	0,002	2,012	
Georgetown		26,429		3,263	.0131	65	65	6,704		1 2 2 2		1,717	5,977			84
Georgetown		18,153			.0072	87	110	4,328	1		837	1,066	4,401		1,875	6.32
Greenville	59	207,191 146,419		3,747	.0516	88 127	180	47,406 30,329			11,409 9,523	14,007	43,323 29,081		13,314 6,966	4.38
▲Greenville 1Greer		20,766			.0054	146	281	4,958		1,525		1,556	5,666		1,200	78
Brandon Judson		4,591	1		.0047	67	33	1,399		1		206	1,003		574	13
Greenwood		36,163				79	64	9,624			2,431	2,628	7,425	3,201	2,216	1,24
Greenwood		27,029	.0135		.0097	115	- 161	7,558	825	2,403	1,977	2,440	5,659	2,059	1,230	1,02
Hampton		13,714	.0069	3,117	.0063	58	64	3,837	308	969	378	499	4,142	1,457	1,133	35
Horry		53,205			.0258	63	65	11,288			2,257	1,955	11,055	5,344	3,697	1,68
Conway		21,889	.0109		.0056	140	273	4,622				1,046	6,539		1,592	50
Myrtle Beach		15,429			.0046	115	193	2,869				570	2,302		100	58
Jasper		8,124	.0041	3,125	.0038	60	65	2,158	393	443	135	341	1,705	1,263	754	18
Karshaw		24,050	.0120	3,207	.0119	65	68	6,982	991	2,658	649	1,213	5,228	2,760	1,794	88
Camden		17,092	.0085		.0055	104	160	4,293	678	1,697	604	1,149	4,215	1,369	1,640	62
Lancaster		26,738				69	58	7,798				2,005	7,548			62
Lancaster		19,597			.0062	115	181	5,741	553			1,647	5,644			49 82
Laurens		27,000 11,716		1	.0188	90	100	7,707 3,562		-		1,221 563	5,442 1,820			22
200000000000000000000000000000000000000			1			-	-	.,			.,					
Lee		11,463				50	44	2,687	1				3,275			
Lexington		39,355 4,396			.0203	70 56	67 42	10,688	1				7,540 823			1,00
McCormick		4,386	.0022	2,000	.0029	96	44	1,500	202	401	212	2.00	010	400		
Marion		22,950				59	56	4,415				1,617	4,900			
Marlboro		17,343				56	51	5,044			1		1,538		1	
Newberry		21,633 13,486			.0124	104	58 149	5,844 3,754					4,724 3,556			
Newberry		10,780	.0007		.0017	109	139	0,704	230	200	1,102	009	0,000	902	0/1	3
Oconee		22,798		-		63	50	6,318					4,733	1		
Orangeburg		50,782		1	1	61	61	14,160					7 060			
Orangeburg		29,723			.0100	102	151	7,582 9,048							A Common	1
Pickens		30,505	.0103	2,962	.0167	1 (1	. 00	E 12/40	204	2,140	200	4,110	1,402	0,400	1,030	1,3

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.



S. CAROLINA	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 19	957					rk original	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Richland	31	191,025	.0954	4,236	.0926	90	92	38,223	10,086	23,638	14,457	16,071	44,327	15,949	9,103	5,467
▲Columbia		179,805	.0898		.0698	107	137	34,400	9,318	22,485	14,252	15,379	44,087	14,169	7,618	5,211
Saluda		8,447	.0032	1,742	.0045	81	38	1,513	200	798	124	411	1,616	897	292	188
Spartanburg	270	119,730	.0598	2,837	.0703	75	64	29,956	4,294	14,827	6,225	7,396	25,346	11,117	7,441	4,309
△Spartanburg 1Greer		79,096	.0395		.0284	112	156	16,636	2,696	12,547	5,602	5,530	17,870	5,257	2,995	3,328
Sumter		46,926	.0235	3,149	.0244	65	62	12,652	1,263	4,888	3,706	3,582	8,125	5,096	4,002	1,296
Sumter		40,840	.0203		.0144	101	142	10,081	-896	3,935	3,660	3,521	7,666	3,929	3,567	1,296
Union		19,739	.0098	2,597	.0119	66	55	6,283	747	1,784	1,582	1,102	3,588	2,170	1,110	667
Union		14,599	.0073		.0058	94	118	3,736	427	1,259	1,526	1,008	3,508	1,228	776	542
Williamsburg		24,542	.0123	2,697	.0134	81	47	5,704	236	3,025	987	1,811	5,380	2,611	1,500	463
Yerk		52,602	.0263	2,450	.0364	71	81	14,174	2,194	4,705	2,952	3,839	10,259	4,799	4,008	1,635
Rock Hill		32,333	.0162		.0166	95	93	8,795	1,111	3,061	2,042	2,614	6,481	2,450	2,484	1,067
Total Above Cities		1,023,733	.5114		.3624	110	155	227,008	39,697	136,267	75,461	75,396	231,029	78,068	59,290	33,055
State Tetal		1,785,658	.8920	3,047	.9826	70	65	447,678	69,779	207,898	97,488	110,913	382,398	174,310	119,327	57,634

1 Green is in Greenville and Spartanhurg counties. SM Standard (f A) and Potential ( $f \Delta$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.

# COLUMBIA LEADS ALL OTHER SOUTH CAROLINA CITIES

FOOD SALES

*Source: Sales Management Survey of Buying Power, 1958



The Columbia Record

REPRESENTED BY THE BRANHAM COMPANY

MAY 10, 1958

663



## Terse Tale for our Time (buyers)

Locale - South Carolina

Time - Fall '58

Star - New 1522 foot WIS-TV tower

Cast - POPULATION of ______2,340,000* with EBI .....\$2,781,545,000*

and RETAIL SALES .....\$1,929,789,000*

Terse Tale-Tremendous tall tower to take WIS-TV signal to largest South Carolina audience you've ever been able to buy!



WIS-TV

G. Richard Shafto, Exec. Vice President Charles A. Batson, Managing Director

* SM SOBP May 10, 1958

Represented nationally by-Peters, Griffin, Woodward, Inc.



S. CAROLINA	Me-			RET	TAIL S	ALES-	SM E	STIMA	TES. 1	957					rk original, MANAGE	
METRO. AREAS	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Haid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motivo (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Charleston	24	190,735	.0052	3,532	.0941	82	83	47,461	9,738	22,437	14,865	13,906	34,462	15,290	14,644	6,800
Columbia	31	191,025	.0054	4,236	.0926	90	92	38,223	10,086	23,638	14,457	16,071	44,327	15,949	9,103	5,46
Greenville	50	207,191	.1035	3,747	.1631	88	89	47,406	7,803	32,398	11,409	14,007	43,323	18,900	13,314	6,324
△Spartanburg	270	119,739	.0598	2,837	.0703	75	64	29,958	4,294	14,827	8,225	7,396	25,346	11,117	7,441	4,300
Total Above Areas		708.690	. 3539	3,806	.3601	84	83	163,046	31,921	93,300	46,756	51,380	147.458	61,256	44.502	22,900

SOUTH DAKOTA — (Other West North Central States: Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota.)

		18.)			NU	MBE	R OF	OUT	LET	S			
Map, po	County	Pap, (that	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Asparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs	
Aberdeen	Brown	24.8	297	41	49	22	32	14	20	30	29	9	
Brookings	Brookings	10.0	114	11	24	18	8	- 5	7	11	13	8	-
Huron	Beadle	15.5	228	34	39	22	19	8	17	23	22	4	
Mitchell	Davison	13.9	211	22	45	17	13	12	16	25	17	5	1
Pierre	Hughes	8.9	111	9	29	5	13	7	14	8	11	3	

		18.)			NUI	MBE	R OF	001	LET	S		
City	County	Pop. (thou	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
Rapid City	.Pennington	40.1	370	42	84	33	34	25	32	38	22	11
Sioux Falls	. Minnehaha	65.8	676	83	158	55	56	46	44	67	46	24
Watertown	.Codington	14.7	242	23	48	20	18	14	24	28	25	6
Yankton	. Yankton	10.1	187	18	30	13	15	13	21	23	24	8

		0	M PO	PULAT	ION ES, 1/1/	58		FECTIVI		_ 6	7/1 E8	TIMA	TES, 1	957							
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			Inc	ome B	Ireakdo	wn of H	louseho	lds		
CITIES	tan Area	Total (thou- sands)	0f U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dellars (000)	u.s.A.	Per Capita	Per Held.	Per C. S. U.	\$0-2 % Halds	%	\$2,500 % Halds.	%	\$4,000 % Halds.	%	\$7,000 % Hislds.	%	\$10,000 % Halds.	%
1Armstrong Aurera		4.4 22.1	.0025	1.2		15.8	4,410 30,666	.0015	1,388	4,510	4,199	45.4 35.1	19.1 12.3	22.6	25.4 17.4	18.3 29.7	27.3 37.1	4.8	10.4 14.4	1	17.8 18.8
Huron		15.5	.0090	4.6	5.6 1.0		24,021 4,676	.0081	1,550			36.3	9.8	20.9	14.7	34.2 19.4	39.6	9.3	16.3		19.6 35.9
Bon Homme		7.8	.0045	2.3	2,6		9,699	.0033	1,243	4,217	3,602	38.8	14.8	31.2	27.3	22.7	32.3	8.4	13.8	2.9	11.8

1 Armstrong County is no longer a political entity, having been annexed by Dewey County. SM Standard ( $\Delta$ ) and Potential ( $\Delta$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.

A MAJOR U.S. MARKET

# WNAX-570 completely covers 175 counties (count 'em)

Big Aggie Land . . . the market area covered by WNAX-570 . . . spreads across five of the nation's richest farming states. Total population 2,217,000. Radio Homes, 609,590. Retail sales, \$2,401,050,000.

A recent survey (NCS #2) in the heart of Big Aggie Land gave WNAX-570, 66.4% share of audience in competition with 52 other stations.

NCS #2 rates Big Aggie Land as the nation's 41st radio market. WNAX-570 gives you the broadest coverage in this market.





## WNAX

YANKTON, SOUTH DAKOTA Peoples Broadcasting Corporation Represented by Katz

		0		OPULAT STIMAT		88		FECTIV		- (	SAD E	STIMATE	S, 16	957		e "SM" e estima					
S. DAKOTA	Me- tro- poli-			House-	Cen-	Urban					Income			Inc	come B	reakdov	vn of h	louseho	ids		
(continued)	tan Area	(thou- sands)	00 U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	u.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2,4 % Haids. I	%	\$2,500 Halds.	% Inc.	\$4,000 Halds.	%	\$7,000 % Halds.	-9,999 % Inc.	\$10,00 Halds	%
Brookings		19.4	.0113	5.5	7.0	10.0	26,092	.0087	1.345	4.744	3,702	38.7 1	4.6	25.5	21.0	24.2	32.4	7.1	14.3	4.5	17.7
Brookings		10.0	.0058	2.8	4.5		15,678	.0052	1,568	5.599	3,460	41.8 1	5.8	21.6	17.7	24.2	32.4	7.4	15.0	5.0	19.1
Brown		35.1	.0204	10.6	11.7	24.8	50,754	.0170	1,448	4,788	4,321	29.2	9.8	26.0	19.1	30.7	36.7	9.1	16.5	5.0	17.9
Aberdeen		24.8	.0144	7.3	8.8		38,777	.0130	1,564	5,312	4,388	25.2	8.0	25.0	17.4	34.0	38.4	10.3	17.6	5.5	18.6
Brule		5.9	.0034	1.7	1.7		6,547	.0022	1,110	3,851	3,798	41.8 1	6.7	26.0	22.6	21.8	30.8	8.6	14.2	3.8	15.7
Buffalo		1.6	.0010	.4	.4		1,584	.0006	990	3,960	3,421	45.5 1	9.4	25.4	23.8	18.3	27.6	8.3	18.9	2.5	10.3
Butte		7.8	.0043	2.3	2.3	3.5	8,783	.0029	1,171	3,819	3,753	39.0 1	5.7	26.3	23.1	28.0	37.1	6.0	13.1	2.7	11.0
Campbell		3.1	.0018	.8	.8		2,890	.0009	888	3,363	3,161	45.5 2	1.6	33.1	34.3	18.6	28.0	2.8	7.0	2.0	9.1
Charles Mix		16.1	.0094	4.8	4.8		20,537	.0069	1,276	4,485	4,237	31.0 1	8.9	27.0	20.6	30.1	37.6	7.4	13.9	4.5	17.0
Clark		8.1	.0047	2.4	2.4		9,312	.0031	1,150		3,843	36.4 1	4.3	31.3	27.0	22.3	31.2	8.7	14.2	3.3	13.3
Clay		10.4	.0080	3.1	4.1	5.1	14,185	.0048	1,384	4,576	3,379	48.7 2	0.1	10.5	17.6	20.6	30.2	7.6	16.8	3.6	15.3
Codington		20.4	.0119	6.2	8.4	14.7	28,426		1,393		4,390		0.2	24.9	18.4	32.1	38.8	8.0	14.6	4.9	18.0
Watertown		14.7	.0086	4.5	5.0		22,615	.0076	1,538	5,026	4,500	26.3	8.4	24.2	16.9	35.2	40.2	8.8	15.3	5.5	19.2
Cerson		6.0	.0035	1.4	1.5		6,266	.0021	1,044	4,476	4,066		5.1	23.1	18.2	21.3	27.2	6.9	13.4	6.6	26.1
Custer		5.6	.0032	1.6	1.6		5,543	.0019	990	3,464	3,386	42.8 1	9.1	29.5	28.8	21.1	33.5	4.8	11.4	1.8	7.2
Davison		18.3	.0107	5.6	6.5	13.9	28,337	.0095	1,548	5,000	4,321	30.6 1	0.1	23.1	16.5	32.2	37.6	7.9	13.9	6.2	21.9
Mitchell		13.9	.0081	4.1	5.4		23,670	.0000	1,703	5,773	4,332	27.0	8.3	21.2	14.2	36.0	30.4	8.8	14.6	7.0	23.5
Day		11.4	.0066	3.3	3.4	2.4	12,586	.0042		3,814	3,643		6.1	30.0	26.9	22.4	32.7		12.2		12.1
Dauel		6.1	.0036	1.5	1.7		7,009	.0023	44.000		3,933		0.7	34.0	28.8	23.5	30.3	3.9	17.4	3.9	14.8
Dewey		4.8	.0027	1.1	1.1		4,440	.0015	925	4,036	3,950		4.8	29.1	24.3	21.9	29.7	5.2	10.6	5.0	20.6
Douglas		4.7	.0028	1.2	1.4		5,880	.0019	04-000	4,717	4,026		1.0	28.3	21.7	28.8	36.1	7.8	15.0	4.3	16.2
Edmunds		7.1	.0041	1.8	1.8		6,344	.0022	394	3,524	3,393		9.5	29.7	28.6	1	31.9	3.6	8.6	2.6	11.4
Fall River		12.0	.0070	3.4	3.6	5.9	14,457	.0048	1,206	4,282	3,994	32.5 1	2.1	26.8	21.7	30.4	40.2	7.2	14.3	3.1	11,7
Faulk		4.6	.0027	1.2	1.2		5,559	.0019		4,633	4,490		1.1	25.0	18.2	27.4	32.5	7.6	13.6	6.7	24.6
Grant		9.5	.0055	2.7	2.9	2.9	11,619	.0039	1,223		3,971		2.0	30.1	24.4	26.3	34.7	7.7	15.3	3.5	13.6
Gregory		7.5	.0043	2.3	2.3		7,787	,0026	28.000		3,381	2000	9.7	30.3	29.8	18.9	30.2	5.0	12.1	2.0	8.4
Haakon		2.6	.0016	.7	.8	1	4,623	.0015		6,604	5,714		6.4	20.4	10.8	28.1	22.7	12.4	18.4	15.1	43.7
Hamlin		6.3	.0036	1.9	1.9		7,063	.0024	0.8.000	3,712			4.8	35.0	31.1	20.8	30.4	5.3	11.7	2.8	12.0
Hand		6.3	.0037	1.8	1.9	1	8,121	.0027	1,289	4,512	4.173	36.8 1	3.0	28.2	21.6	20.6	25.9	8.2	15.5	6.2	24.0

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Before using these figures read foreword, page 13.

C DAKOTA		O		PULAT		58	EF BU	FECTIVE YING IN	E ICOME	_ 6	ES	TIMAT	ES, 1	957	The	"SM"	symb	ols ma	rk orig	ginal, es	xelu- ENT.
S. DAKOTA	Me- tro- poli- tan	Total	~	House-	Con- sumer	Urban	Nat	_	Par	Par	Income			Inc	come B	reakde	vn of H	iouseho	lds		
(continued)	Area	(thou- sands)	U.S.A.	(thou- sands)	Spend- ing Units (thous.)	Pup. (thou- sands)	Deliars (000)	U.S.A.	Capita		Per C. S. U.	\$0-2 % Halds.	GZ.	\$2,500 Helds.	-3,999 % Inc.	\$4,000 % Helds.	-6,999 % Inc.	\$7,000 % Holds.	-9,999 % Inc.	\$10,000 % Hulds.	67_
Hansen		4.9	.0028	1.3	1.3		5,413	.0018	1,105	4,164	4,107		15.0	26.2	20.9	18.8	24.7	8.9	17.6		21.8
Harding		1.7	.0010	.5	.5		2,007	.0009	1,586	5,394	4,858		11.3	19.4	13.0	23.6	25.5	10.0	16.3		33.9
Hughes		12.2	.0071	3.3	3.9		20,345	.0009	1,668		5,113	22.5	6.1		11.4	34.5	33.0		10.9		29.6
Pierre		8.9	.0051	2.6	3.0		15,280	.0051	1,717	5,877	4,951	23.5	6.6	30.2	13.4	34.5	34.5	13.4	20.3	5.4	26.2
Hutchinson		10.5	.0061	3.0	3.0		10,649	.0035	1,014	3,550	3,436	43.1	18.9	27.0	25.8	23.2	36.2	4.8	11.2	1.9	7.9
Hyda		2.6	.0015	.7	.8		3,586	.0012	1,379	5,121	4,278	33.4	11.0	28.1	20.1	21.1	24.7	10.1	17.9	7.3	26.3
Jackson		1.8	.0011	.5	.8		2,160	.0008	1,290	4,320	4,122	34.0	12.3	29.8	23.4	25.0	32.2	6.0	11.7	5.2	20.4
Jerauld		3.7	.0021	1.0	1.0		4,037	.0013	1,091	4,037	3.997	39.5	14.9	26.4	21.9	23.0	30.9	6.3	12.8	4.8	19.5
Jones		2.3	.0014				2,610		1,135	4,380		39.5	14.9	23.8	19.6	24.2	32.4		17.3	1000	15.8
Kingsbury		9.2	.0053				11,057	.0037					14.7	28.5	24.4	25.0	34.9	5.4	11.3		14.7
E-tra							40.5	-								-			***		
Lake		10.1	.0050	2.8			13,168	.0044				28.5	9.9	31.0	23.3	27.2	33.6	8.8	16.5	1	16.7
Lawrence		17.2		0.00			23,567	.0079	1,370	4,285	4,043	27.5	10.1	27.9	22.4	35.5	46.4	6.0	11.8	3.1	9.3
Emcon		12.1	.0070	3.7	3.7	2.5	14,214	.0048	1,175	3,842	3,780	35.3	14.1	30.4	26.5	26.6	37.8	5.1	10.9	2.6	10.7
Lyman		4.4	.0026	1.1	1.4		6,876	.0023	1,583	6,251	4,755	29.5	8.2	21.0	12.8	26.2	25.9	12.3	18.4	11.0	34.7
McCook		8.0	.0046	2.3	2.3		8,966	.0030		3,898		36.1	14.3	29.8	25.8	23.6	33.1	8.0	16.9	2.5	8.9
McPherson		6.1	.0036	1.7	1.9		5,582	.0019	915	3,284	2,918	53.7	27.5	26.5	20.6	15.1	27.5	3.2	8.9	1.5	6.5
Marshall		7.0	.0040	2.1	2.2		8,350	.0028	1,193	3,976	3,778	36.6	14.5	32.6	28.1	22.0	30.8	4.9	10.4	3.9	16.2
Meade		12.3			9	1	16,715					41.9	14.7	20.9	15.9	21.3	28.6	9.1	17.2	6.8	25.0
Mellette		2.8				1	3,227	.0010				40.9	14.5	28.0	20.9	17.9	22.6	7.0	13.4	7.3	28.6
Miner		5.6	.0033	1.7	1.7		8.059	.0021	1.080	3,589	3,513	43.0	18.5	27.5	25.8	21.8	33.4	5.5	12.8	2.2	9.5
Minnehaha	138	86.0	,0500	1	1		139,742	44444	7.		-,	22.0	8.7	23.2		38.5	41.9	10.8	17.8	5.5	18.0
ASioux Falls		65.8					112,255		0.50		100	19.4	5.7	23.0	14.1	41.3	43.2	1	18.3		18.7
Meedy		9.0				1	10,332					43.0	17.8	25.8	23.2	22.7	33.4	5.1	11.4	-	14.2
Pennington	260	80.0	.0349	18.8	20.7	43.4	87,671	.0292	1,451	4.631	4,200	27.8	9.6	25.6	19.3	33.4	41.3	9.0	16.9	4.4	12.1
△Rapid City		40.1	.0233				61,014					25.8	8.5	25.3	18.0	34.7	40.5	9.6	16.9		16.1
Perkins		6.8	.0038	1.8	1		8,857	.0029	1,312			32.2	10.6	21.8		30.9	38.2	9.2	16.4	5.9	
Potter		4.5	.0027	1.3			6,156			4,735		32.1	10.8		22.1		28.4	8.8	12.2		26.5
Roberts		13.5	.0078	3.4	3.9	2.8	14,024	.0047	1,039	4,125	3,563	41.6	17.0	25.3	22.4	23.6	34.2	8.6	14.6	2.9	11.8
Sanbern		4.4		1	4		4,838					41.5	17.2	28.2		21.4	31.6	6.1	13.6		
Shannen		5.8	.0032	1.1	1.1		3,344	.0011	608	3,040	2,806	62.6	33.6	19.3	22.5	12.8	24.1	3.7	10.8	1.8	9.0
Qulak		10.1	.0070			2.7	44 207	0040	4 400		2 000		40.0	200 0	00.0	20.4	22.5		10.1		14.6
Spink		12.1					14,307					33.7	12.5	29.0		25.4	33.5	7.0	16.1	3.8	37.3
Sully		2.8					5,319					24.4	5.6	25.6			17.5	10.0	12.3	18.5	
Todd			0000				9 700	0000	940	2 814	0.214		32.0	94 9	20.1	0.7	10.1		11 0	1	
Tripp		3.8					2,709 9,658					60.4 41.3	33.6 15.9	24.9	20.9	9.7	19.1	3.7	11.0	1.3	19.4
Turner		10.6		1			11,622					32.8	13.0	33.4		26.7	36.2	5.5	11.6	2.6	10.4
Union		10.0		1	1	1						38.1	15.4	28.0		26.6	36.9	5.8		2.5	10.3
Walworth		7.0	1	1								20.2	9.8	24.9		31.6	37.7	9.5	17.1	4.8	17.2
Washabaugh		.8		1		1	769				.,,	30.0	8.8	25.0		30.0		10.0	18.8	5.0	
Yankten		18.8	.0107	4.1	5.7	10.1	21,413	.0072	1,157	1		34.5	13.3	26.2		29.0	39.7	6.8	14.0	3.5	11.
Yankton		10.1	1				15,360	.0051	1,521	4,800	3,851	33.8	12.3	23.9	19.0	31.3	40.4	7.2	14.1	3.8	
Ziebach		2.7	,0016	.6		3	2,800	.0008	1,061	4,777	4,100	44.3	18.3	19.9	14.9	19.3	23.7	8.7	16.1	7.8	30.0
Total Above Cities		203.8	.118	61.4	73.6	B	328,670	.1102	1,613	5,35	4,466	25.1	7.9	23.1	15.8	36.1	40.4	10.1	17.1	5.6	18.
-	-		-	-		-		-		-		-		-		-		-	_	-	_

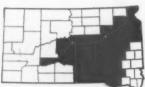
SM Standard (A) and Potential (A) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

TRIPLE MARKET GROUP 32-COUNTY AREA	258.0	.1500	74.2	322,434	.1081	1,250	4,372	
Huren-Mitchell Watertewn Corporate	44.1	. 0256	18.2	70,306	.0238	1.594	5,326	

## NOW . . . a Single Newspaper Buy Delivers a \$322,434,000 MARKET



Exclusively covered by the TRIPLE MARKET GROUP

Average Family Coverage Daily, in this big 32-county area is 53%. Highest coverage by any outside newspaper: daily 12%, Sunday 24%.

For facts on population and income see SM data totaled above— "Triple Market Group 32-County Area". For retail sales data,

Nationally Represented by Johnson, Kent, Gavin & Sinding, Inc.

TRIPLE MARKET GROUP

HURON DAILY PLAINSMAN MITCHELL DAILY REPUBLIC WATERTOWN PUBLIC OPINION

			POPUL ESTIM	ATION ATES, 1	/1/58	SM	E. B. I. ESTIMATES, 1957						M	POPUL	LATION MATES, 1/	E. B. I. ESTIMATES, 1957			
METRO. AREAS	Total (thou- sands)	% of U.S.A	House held (thou- sands	Spend	(thou	- Net Dollar	% of U.S.A	of Cap- H	Per H'se- hold	METRO. AREAS			u.s.A	Hous hold (thou sands	Spend- ing	Urban Pop. (thou- sands)	Net Dollars (\$000)	of C	Per Für ap- H'se- ita held
△Rapid City Sioux Falls	80.0							1,451 4		Total A	oeve Areas	146.0	.084	9 45	1		228,811		,554 4,900
		1			RET	AIL SA	LES-	SH	ES	TIMA	TES, 18	57			The	"SM" sy estimate:	mbols man	k origina MANAGI	I, exclu- EMENT.
COUNTIES	Me tro- poli tar Are	- R	otal etail ales (000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality index	of Sale Product	x es	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Ap	parel 000)	Furn House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
1Armstrong																62	287	962	92
Beadle			2,426 26,946 23,958	.0012 .0135 .0120	2,022 3,963	.0015 .0118 .0095	91 106	105 133		454 5,560 5,173	1,573 1,353	3,53 3,37	8	1,528 1,528	1,010 996	5,185 4,972	2,347 1,643	3,828	558 522
Bennett			3,127	.0015	3,909	.0018	76	71		651	164	84	4			255	294	565	39
Bon Homme			5,880	.0030	2,557	.0035	78	67		1,573	399	25	-	180	257	910	527 1,436	1,323 5,589	203 858
Brookings			22,615 17,650	.0113	4,112	.0064	88 110	100		4,162 2,839	1,006 815	2,26		478	<b>529</b> 529	4,699 3,748	1,142	4,004	558
Brown			49,100	.0245	4,632	.0199	98	120	,	9,491	3,187	5,93	2	3,427	2,277	10,072	3,505	6,328	1,381
Aberdeen			42,980	.0215		.0158	110	149		8,088	2,801	5,80		3,427	2,277	8,967	2,725	4,957	1,283
Brule			8,844	.0044	5,202 735	.0031	91 60	129		1,466	794 26	51	9	93	26	2,717 64	843	1,35 <del>9</del> 52	
Butte			14,355	.0071	6,241	.0044	102	185	5	2,638	645	1.00	12	184	230	3,349	1,490	3,636	
Campbell			2,275	.0012		.0012	67	67		392	198			24	28	98		1,041	151
Charles Mix			9,239	.0046	2,008	.0067	71	41	0	2,175	766	31	11	143	76	838	779	2,301	
Clark			6,465			.0034	72	61		1,191	275		- 1	65	76 452	988		2,116 1,455	
Clay			8,122		2,620	.0049	105	156		1,993 5,441	418 2,039	1		1,498	1,445	9,896		4,973	
Watertown			35,908 34,264	.0179	5,791	.0107	124	199		5,139				1,498	1,445	9,551	2,881	4,498	
Corson			3,467	.0017	2,476	.0022	63	4	9	661	159	3	30	37		428		1,088	
Custer	and a		5,251	.0027	3,282		75	8		1,369		1	56	132	92	891	781	381 4,090	75
Mitchell			28,137 26,266			.0111	104	13		4,418				1,659	790 749	7,329 7,328		3,372	
										1,713			45	330	255	1,804	939	2,246	32
Day			9,864	1			74 78	7	9	1,015		1	95	72	80	702		1,483	9
Dewey			2,933	1			67	8	6	520	114	3	85	24	53	320	273	814	12
Douglas			3,391	.0018	2,826	.0020	71		7	567			27	50		616			
Fall River			4,726				63 83	3	19	2,223			83 66	25 436			The second		
			3,675		3,063	.0020	74		7	784	254	1 2	17	86	49	65	380	95	3 20
Faulk			9,815				82		37	1,434		1 7	18	123	378		1		
Gregory			6,022	.0031	2,618	.0031	72	7	2	1,231	463	3 1	58	146	76	78	698	1,93	0 14
Haakon			4,983	.0024	7,119	.0018	113	15	50	700			09	***	147			1	-1
Hamlin			4,876				75	1	19	1,111	1	1	70	17 27	222				
Hand			5,895	.0029	3,278	.0029	78	1	18	83:				2.0					
Hanson			1,748				81	1	32	310			39	* * *	73	46	1		
Harding			1,173				106	12	23	3,69				1,119	749				
Pierre			16,059			.0060	118	18		3,38				1,119				1,48	4 6
Hutchinson			7,90	.0040			67		16	1,19			63	120					
Hyde			3,13	.0015	4,47	.0014	93		00	74			66	114		53 31			
Jackson			2,50	.0013	5,010	.0010	91	11	18	56			54	125					
Jerauld			2,849				71		87	74			112	32	1-	26			
Jones Kingsbury	****		2,12				71 85		79 96	2,13			161	59	316				

I Armstrong County is no longer a political entity, having been annexed by Dewey County. SM Standard ( $\spadesuit$ ) and Potential ( $\triangle$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone Murray Hill 4-3559.

RETAIL SALES— ESTIMATES, 1957  The "SM" symbols mark original, exclusive estimates by SALES MANAGEMENT.															Me-	S. DAKOTA
Drugs (\$000)	Lumber- Bldg. Hdwre. (\$000)	Gas Stations (\$000)	Auto- motive (\$000)	Furn House- Appl. (\$000)	Apparel (\$000)	General Mdse. (\$000)	Drink, Places (\$000)	Food (\$000)	Index of Sales Production	Quality Index	Buying Power Index	Per Hald. Retail Sales	% of U.S.A.	Total Retail Sales (\$000)	tro- poli- tan Area	COUNTIES CITIES (continued)
28	1,767	944	2,927	541	253	1,105	652	2,710	105	88	.0052	4,435	.0062	12,417		Lake
80	1,003	1,831	3,888	877	1,171	1,738	1,495	5,264	95	88	.0088	3,458	.0095	19,018		Lawrence
21	2,269	757	1,822	128	293	744	294	838	66	74	.0052	2,470	.0046	9,140		Lincoln
1	684	1,005	333	***	41	159	134	587	62	81	.0021	2,912	.0016	3,203		Lyman
12	1,787	415	1,650	52	36	567	539	1,097	74	78	.0035	3,019	.0034	6,944		McCook
23	1,231	330	1,368	224	444	455	329	971	81	69	.0025	3,396	.0029	5,773		McPherson
10	1,317	410	2,284		146	337	313	496	73	78	.0031	2,748	.0029	5,770		Marshall
21	1,585	888	1,357	76	486	767	719	3,038	67	79	.0057	3,242	.0048	9,726		Meade
2	70	77	291	***	20		88	260	31	56	.0009	1,344	.0005	941		Mailetts
16	1,171	219	520	45	32	298	293	892	58	70	.0023	2,225	.0019	3,783		Miner
4,03	13,409	8,119	28,258	5,436	6,251	16,858	7,414	20,686	120	103	.0514	4,511	.0599	119,992	138	Minnehaha
3,78	9,856	6,044	25,344	5,240	6,190	15,941	6,792	18,913	136	110	.0420		.0519	103,849		ASioux Falls
10	2,195	431	1.037	127	216	140	456	1,316	63	73	.0038	2,567	.0033	6,418		Moody
2,86	10,350	6,929	25,127	3,453	3,641	6,247	6,585	14,649	119	97	.0340	4,423	.0415	83,156	260	Pennington
2,76	9,654	5,344	24,837	3,400	3,450	5,701	5,749	13,446	166	114	.0265		.0386	77,271		△Rapid City
18	1,703	763	1,284	162	215	747	359	1,219	100	89	.0034	4,177	.0038	7,518		Perkins
10	1,436	563	1,347	178	256	161	278	1,117	107	89	.0024	4,575	.0029	5,948		Patter
30	2,270	649	1,878	223	134	1,422	739	1,423	60	68	.0053	2,769	.0047	9,413		Flutierts
7	1,152	445	735	25	72	79	195	698	81	77	.0020	3,215	.0021	4,179		Sanborn
3	84	108	173	***		261	43	269	16	41	.0013	881	.0005	969		Shannon
21	3,185	1,286	1,830	310	347	439	656	2,503	80	79	.0055	3,390	.0056	11,186		Spink
28	482	435	784		***	151	683	374	371	171	.0012	17,287	.0026	5,186		Stanley
7	518	169	746	50	***	84	37	350	63	94	.0015	2,583	.0010	2,066		Sully
	123	372		59		208	112	330	27	50	.0011	1,338	.0006	1,204		Todd
24	1,752	1,125	4,067	482	276	2,317	653	1,958	143	96	.0047	5,867	.0070	14,080		Tripp
28	2,230	693	1,680	210	105	563	333	1,525	67	72	.0044	2,729	.0041	8,187		Turner
32	1,405	592	1,686	24	83	487	597	924	59	71	.0041	2,275	.0034	6,825		Union
29	3,033	1,095	2,325	316	385	817	1,044	2,227	146	102	.0042	5,695	.0060	11,959		Walworth
**	***	***			***	29	***	128	20	40	.0002	1,570	.0001	157		Washabaugh
57	2,742	1,460	3,277	1,280	1,188	3,078	1,129	3,598	92	81	.0087	4,074	.0098	19,556		Yanktan
57	2,393	1,278	3,158	1,280	1,187	2,975	1,014	3,384	153	108	.0064		.0090	18,094		Yankton
7	258	39	79	49	***	136		315	38	63	.0010	1,820	.0006	1,092		Zielsach
11,60	43,329	24,235	92,157	16,665	20,536	44,080	23,284	64,564	152	112	.1329		.1800	360,391		Total Above Cities
22.35	130.574	64,664	165,103	25,013	28,527	73,757	48,179	138,208	96	86	.3408	3,830	.3762	752,898		State Total

TRIPLE MARKET GROUP															
32-COUNTY AREA	268,605	.1342	3,620	.1243	83	89	49,209	17,161	24,200	8,406	7,531	56,459	25,576	54,575	7,129
Huron-Mitchell											-				
Watertown Corporate	84,488	.0422	6,400	.0295	115	165	14,506	4,871	10,445	4,685	3,190	21,851	6,362	10,981	2,037

## NOW . . . a Single Newspaper Buy Delivers a \$322,434,000 MARKET



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Average Family Coverage Daily, in this big 32-county area 53%: Highest coverage by any outside newspaper: daily 12%, Sunday

For facts on retail sales see SM data totaled above—"Triple Market Group 32-County Area". For population and income data, see Page 666.

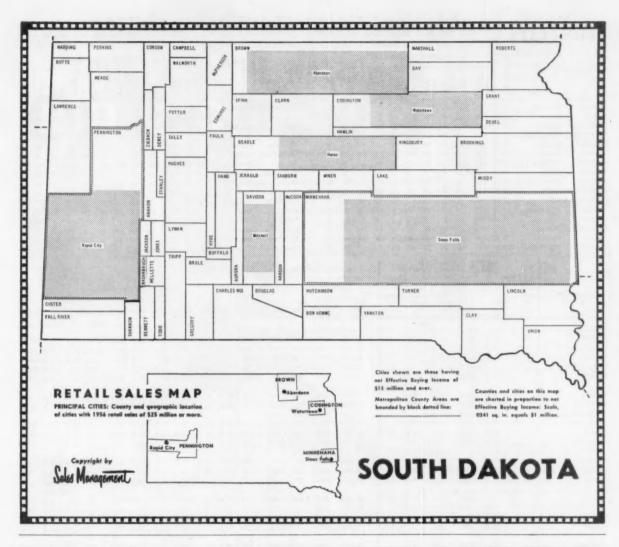
Nationally Represented by Johnson, Kent, Gavin & Sinding, Inc.

#### TRIPLE MARKET GROUP

HURON DAILY PLAINSMAN MITCHELL DAILY REPUBLIC WATERTOWN PUBLIC OPINION

#### NEW 2-in-1 MAPS

Each state map in this edition of the Survey includes a distort map based on income and a retail sales map showing the location of cities, with county outlines, that had 1956 retail sales of I25 million or more.



S. DAKOTA	Me-			RET	TAIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" sy estimates	mbols ma	ark original, S MANAGE	MENT.
METRO. AREAS	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality index	index of Sales Production	Feed (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
△Rapid City Sioux Falls	260 138	83,156 119,992	.0415	4,423 4,611	.0340	97 103	119 120	14,649 20,688	6,585 7,414	6,247 16,858	3,641 6,251	3,453 5,436	25,127 28,258	6,929 8,119	10,350 13,400	2,86 4,03
Total Above Areas		203,148	.1014	4,475	.0854	101	110	35,335	13,999	23,105	9,892	8,889	53,385	15,048	23,759	6,90

#### 4-Way Index to Survey Data

A 4-way index listing all the data both alphabetically and in the order of their appearance throughout the book is provided for your convenience on pages 3, 4, 5, 7 and 9. Also included is a special index to the state county-city tables giving, for each state, the page numbers of the map; list of cities with population and number of outlets; population and Effective Buying Income tables; retail sales tables, and the state metropolitan area tables

	us.)			NUI	MBEF	OF	OUT	LET	S				us.)			NUR	MBE	OF	OUT	LET	8		
Maps, 676, 677 City County	Pop. (thous.)	Total Outlets	Food	Eat. & Orink.	Gen'l. Mdse.	Apparel	F.H.A	Auto.	Gas Sta.	L.B.H	Drugs	City County	Pop. (theus.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F.H.A	Auto.	Gas Sta.	L.B.H	Drugs
AthensMcMinn BristolSullivan	11.3 20.1	238	52 63	28	21	16 25	15 15	14 20	12 23	10	6	KingsportSullivan KnoxvilleKnox		1,739	97 404			31 124	27 107	45 97	33 176	16 81	14
Chattanooga Handiton Clarksville Montgomery	157.0 26.5	340	445 95	60		132 28	16	113	194	78 13	8	Lawrenceburg.Lawrence LebanonWilson		191	31 46	16 30	14	11	10	22 14	14 19	12	7
Cleveland Bradley Columbia Maury		261	69 75	28	25	29 19	20	54 21	36 25	15 20	9	MaryvilleBlount McMinnvilleWarren	11.4	208	74 64	31 18	11 24	12 15	26 9	25 22	33 20	15	5
CookevillePutnam CovingtonTipton	5.1	160	39 56	15	8	15	9	18	17	8	4	MemphisShelby MorristownHamblen	19.1		865	19	390 17	305 14	232	168	387 26	156 12	249
DyersburgDyer Elizabethtan. Carter FayettevilleLincoln	11.9	241	56 73	-	16 19 13	15 23 17	18 18 13	16 21 11	19 30	10 7 10	6	Murfreesboro, Rutherford NashvilleDavidson Oak RidgeAnderson	16.5 180.5 29.0	2,280	78 472	1	242	17 162	109	102		80	107
Franklin Williamson Gallatin Sumner	7.1	152	49	23	2.00	8	6	10	9	8	3	Paris Henry Pulaski Giles	9.2	192	MII 51			16 15	11	13	16 20	9	
Greeneville. Greene JacksonMadison	9.5	213	56 122	32		12	11 20	19	16 55	14	8	Shelbyville Bedford Springfield Robertson	13.3	196	46	18	13	12	14	14	28 15	15 15	
Johnson City. Washington.			134	1	30	43	26	20	37	14	10	Union CityObion	8.8		55	1	15	17	9	15		12	
		SM	PO	PUL.	ATION	1/1/	58			BU	FECTIVI	COME - ESTIMATE	S, 195	7									
Me- tro-						on-								Incom	me Br	eakdo	wn o	f Hou	sehol	ds			

		J		PULAT	ION ES, 1/1/	58	EFI BU	FECTIVE YING IN	COME	_ 0	M ES	TIMAT	ES, 19	357							
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	come B	reakdo	wn of h	louseho	lds		
CITIES	tan Area	(thou- sands)	% of U.S.A.	(thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Hslds.	,499 % Inc.	\$2,500 % Halds.	% Inc.	\$4,000 % Halds	% Inc.	\$7,000 % Hslds.	-9,999 % Inc.	\$10,00 % Hsids	%
Anderson	74	58.0	.0337	15.1	16.8		92,249	.0310		6,109	5,469	14.4	3.8	19.2	10.8	43.6		16.4	23.1	6.4	
Oak Ridge		29.0		7.6	9.5		58,273		2,009	7,668	6,126	8.9	2.0	13.5	6.5	45.6	36.7	23.1	28.1	8.9	26.7
Bedferd		23.6	.0137	6.7	6.8		24,219		1,026			41.0	17.6	30.8	28.7	21.6	32.9	4.4	10.0	2.2	10.8
Shelbyville		13.3	.0078	4.2			16,559					37.6	14.8	30.7	26.5	23.5		5.2	11.1	3.0	
Bentan,		10.1	.0059	2.8	2.9		9,106	.0031	901	3,252	3,080	48.2	23.6	29.0	30.7	18.1	31.5	3.7	9.7	1.0	4.5
filedsue		8.4	.0049	1.7	2.0		5,786		686	3,392	2,831	58.9	30.0	24.5	28.0	14.2	26.6	3.0	8.5	1.4	6.9
Blount	74	63.2	.0367	16.1	17.3	20.1	67,782	.0227	1,073	4,210	3,902	29.9	11.3	32.4	26.8	29.4	39.5	5.9	12.1	2.4	10.3
Maryville-Alcoa		17.7	.0103	5.2			27,653	.0093	1,562							1					
Maryville		9.2	.0053	2.8	3.9		16,317					25.5	8.0	26.1	17.9	34.1	38.2	9.2	15.5	5.1	20.4
Bradley		34.0	.0198	9.0	9.6	23.0	35,769	.0120	1,062	3,974	3,695	38.0	14.5	30.9	27.0	25.8	36.8	4.9	10.5	2.4	11.2
Cleveland		23.0	.0134	6.7	7.6		28,445	.0095	1,237	4,246	3,738	34.4	13.4	30.3	25.6	27.4	38.0	5.3	11.1	2.6	11.9
Campbell		35.2	.0206	8.2	8.6	6.0	28,187	.0005	801	3,437	3,248	43.0	19.9	32.0	32.1	20.1	33.1	3.6	8.9	1.3	6.0
Cannon		7.8	.0045	2.0	2.0		6,160	.0020	790	3,080	2,959	51.2	26.1	29.8	33.3	14.8	26.8	3.0	8.1	1.2	5.7
Carroll		26.1	.0152	7.5	7.9	3.7	24,315	.0082	932	3,242	3,053	48.7	24.0	27.2	29.2	20.1	35.1	3.2	8.4	.8	3.3
Carter		44.1	.0256	11.0	11.8	11.9	47,188	.0158	1,070	4,290	3,974	32.9	12.2	27.8	22.5	29.6	39.1	6.8	13.6	2.9	12.6
Elizabethton		11.9	.0069	3.4	3.6		17,133	.0058	1,440	5,039	4,670	25.9	8.1	23.9	16.4	35.3	39.4	10.1	17.1	4.8	19.0
Cheatham		7.8	.0046	2.0	2.1		6,775	.0023	869	3,389	3,154	46.4	22.0	28.7	29.8	19.9	33.6	3.9	9.8	1.1	4.8
Chester		10.0	.0068	2.5	2.7	2.4	7,924	.0026	792	3,170	2,885	52.9	27.5	27.7	31.3	16.0	29.7	2.5	7.1	.9	4.4
Claiborne		23.4	.0136	5.5	5.6		15,980	.0054	683	2,905	2,835	54.5	29.1	29.0	33.9	13.2	25.0	2.2	6.3	1.1	5.7
Clay		7.1	.0041	1.7	1.7		4,624	.0015	651	2,720	2,623	60.9	35.2	23.8	39.1	12.7	26.1	2.1	6.4	.5	2.2
Cocke		21.2	.0123	5.3	5.3	3.7	15,447	.0052	729	2,915	2,870	54.0	28.5	27.4	31.5	15.6	29.3	2.1	6.1	.9	4,6
Caffee		27.4	.0160	7.6	7.5	9.1	26,356	.0088	962	3,468	3,298	44.2	20.1	29.3	29.1	21.2	34.3	3.7	9.1	1.6	7.4
Creckett	1	18.4	.0107	5.0	5.6	3	18,540	.0063	1,008	3,708	3,293	42.0	18.8	30.4	29.7	22.3	35.6	3.8	9.1	1.5	6.8
Cumberland		20.5	.0119	4.7	5.1		15,552	.0052	759	3,309	3,008	50.1	25.0	28.1	30.3	17.6	31.1	3.1	8.3	1.1	5.3
Davidson	96	370.2	.2152	104.9	127.3	284.2	601,936	.2018	1,626	5,738	4,728	23.4	6.9	23.3	14.8	36.2	37.6	10.8	17.0	6.3	23.7
▲ Nashville		180.5	.1050	53.2	69.0		291,720	.0978	1,616	5,483	4,224	26.9	8.7	25.0	17.5	33.9	38.7	9.5	16.4	4.7	18.7
Decatur		8.0	.0047	2.1	2.1	1	5,774	.0019	722	2,750	2,687	57.3	32.4	26.8	32.9	13.8	27.6	1.7	5.1	.4	2.0
De Kalb		10.3	.0060	2.6	2.1	3	7,670	.0026	748	2,950	2,680	88.8	33.2	24.5	30.1	14.1	28.3	2.1	6.3	.5	2.1
Dickson		17.8	.0103	4.9	4.5	3.2	15,865	.0053	891	3,238	3,176	47.9	22.9	27.3	28.2	19.7	33.4	3.9	10.0	1.2	5.5
Dyer		29.1	.0169	8.2	8.	12.7	30,842	.0103	1,053	3,737	3,503	43.0	18.3	27.8	25.7	22.2	33.7	4.6	10.5	2.4	11.8
Dyersburg	1	12.7	.0073	3.9	4.	6	17,748	.0069	1,397	4,550	3,849	36.4	13.5	27.1	21.9	26.4	34.8	6.5	13.0	3.6	16.8
Fayette		26.6	.0158	6.1	6.	2	16,367	.0055	615	2,683	2,631	62.8	36.2	24.0	30.3	10.2	20.9	1.7	5.2	1.3	7.4
Fantress		15.5	.0088	3.3	3.	5	9,657	.0032	635	2,926	2,701	57.6	32.2	26.6	32.5	13.4	28.6	1.7	5.2	.7	3.5
Franklin		25.0	.0146	6.3	2 7.	0 4.0	22,799	.0077	912	3,677	3,238	45.8	20.8	28.9	28.7	19.8	32.1	3.8	9.4	1.9	9.0
Gillson		50.1	.0293	14.	15.	4 17.3	54,420	.0182	1,078	3,677	3,517	41.3	17.6	29.4	27.2	22.6	34.3	4.6	10.6	2.1	10.3
Giles		24.1	.0148	6.	7.	1 6.3	23,707	7 .0080	953	3,530	3,331	45.9	20.7	27.1	26.5	20.1	33.3	4.3	10.3	1.9	9.3
Pulaski		6.3	3 .0037	2.0	0 2.	3	8,838	.0030	1,402	4,418	3,771	38.6	14.7	24.6	20.6	27.0	36.5	1			
Grainger		12.5	2 .007	2.5	3.	0	8,03	.0027	669	2,772	2,602	58.8	34.3	27.0	34.2	12.7	26.3	1.2	3.8	.3	2.4
Greene		44.1	.0250	11.	7 12.	9.5	41,124	.0137	924				20.5								
Greeneville		9.1	.005	2.	7 3.	0	11,93	4 .0040	1,250			32.6	12.1	28.9	23.3						
Grundy		12.4	6 .0071	2.5	3.	0	8,386	8 .0029	671	2,880	2,759	55.9	30.7	27.4	32.7	13.9	27.0	2.1	6.3	.7	3.3
Hamblen,		31.0	.0180	8.1	9.	2 19.1	34,291	.0118	1,100	4,18	3,720	32.9	12.9								
Morristown		19.1	.011	5.	2 6.	0	23,270	8 .0078	1,219	4,476		29.9	11.2	30.2	24.7	1				-	

^{*} Not Available. SM Standard (A) and Potential (A) Metropolitan County Areas.

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# THE NATION IN

Up there in the Bill TEN for

Black-and-white newspaper advertising sells merchandise, R.O.P. Color simply sells more of it; especially in these newspapers where your message will go into 9 out of 10 homes in Metropolitan Nashville.

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NASHVILLE TENNESSEAN .. 1,532,679

Birmingham ....1.454,520 News

6. Miami Herald . 1,441,425 7. Long Beach In-

dependent-Press ..1,378,392 Telegram . . .

8. St. Louis Post-Dispatch ... ...1,314,674

9. Salt Lake City Tribune ..... 1,295,074

10. Long Beach Independent . . 1,261,189

CIRCULATION Daily NASHVILLE TENNESSEAN and daily
NASHVILLE BANNER
circulation—216,612
SUNDAY TENNESSEAN
circulation—201,716
ABC, Sept. 30, 1957



Tate Caddige Adm. Scin Game Padd Warran Cas San Russia Narrows Jury Warns
Liscond Herson Sale Patril Lidd Par (D) Nathors U. S. Air Margin Cas

THE NASHVILLE TENNESSEAN

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

		0	M P	DPULAT STIMAT	ION ES, 1/1/	58		FECTIVE YING IP		_ (	M ES	TIMAT	ES, 1	957	The	"SM" estima	symb	sales	rk orig	inal, ex AGEME	INT.
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			Inc	ome Br	reakdow	nt of H	ouseho	lda		
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	% U.S.A.	Per Capita	Per Held.	Per C. S. U.	\$0-2, % Haids.	499 % Inc.	\$2,500 % Helds.	%	\$4,000 % Hsids.	%	\$7,000 % Haida.	%	\$10,000 % Halda.	%
Hamilton	27	247.1 157.0	.1437	71.6 46.9		184.9	355,036 236,054	.1190	1,437		4,495 4,373	28.3 26.1	8.5	28.9 27.5	19.0 19.6	33.4 33.5	38.4 38.9	8.8 8.5	15.3 15.0		18.8 18.0
Hanceck		7.4	.0043	1.8	1.8		4,415	.0015	597	2,453	2,307	84.6	41.0	25.7	35.4	8.7	19.6	.8	2.9	.2	1.1
Hardeman		21.8	.0126	4.9	5.2		14,847	.0049	881	3,030	2,818	56.4	30.2	25.9	30.2	14.2	27.1	2.3	6.5	1.2	6.0
Hardin		17.1	.0100	4.3	4.5		12,952	.0044	767	3,012	2,872	54.7	28.8	27.0	30.9	15.0	28.0	2.1	8.0	1.2	6.3
Hawkins		31.3	.0182	7.5	8.1	2.6	26,824	.0000	857	3,577	3,284	45.9	20.8	25.6	25.3	22.8	36.8	4.2	10.1	1.5	7.0
Haywood		26.4	.0153	6.4	6.4	4.8	19,914	.0067	754	3,112	3,092	50.5	24.8	27.4	29.3	17.6	30.7	3.1	8.1	1.4	7.1
Henderson		14.4	.0064	3.8	4.0	3.0	11,984	.0040	832	3,154	2,960	53.5	27.2	26.8	29.7	15.4	27.8	2.9	8.0	1.4	7.3
Henry		21.6	.0126	6.5	6.8	9.2	23,997	.0000	1,111	3,692	3,406	43.8	18.8	27.0	25.1	21.7	33.0	5.2	11.9	2.3	11.2
Paris		9.2	.0054	3.1	3.4		13,786	.0047	1,498	4,447	4,003	35.3	12.9	28.4	21.1	27.2	35.2	7.5	14.7	3.6	16.1
Hickman		12.5	.0072	3.1	3.5		11,202	.0038	896	3,614	3,144	51.2	24.1	25.0	25.5	17.5	29.2	4.2	10.7	2.1	10.5
Heusten		4.3	.0025	1.1	1.1		3,237	.0011	753	2,943	2,781	58.1	31.6	28.1	30.9	11.8	22.8	2.7	8.0	1.3	6.7
Humphreys		10.1	.0059	2.8	3.0		10,452	.0035	1,035	3,733	3,392	43.0	18.8	28.5	27.2	21.6	33.5	5.0	11.7	1.0	8.8
Jackson		10.7	.0062	2.6	2.7		7,347	.0024	687	2,826	2,692	89.5	33.5	25.9	31.6	11.7	23.5	1.8	5.5	1.1	5.9
Jefferson		18.8	.0110	4.9	5.4	3.8	17,796	.0000	947	3,632	3,273	45.8	20.8	28.1	27.8	20.3	32.6	3.8	9.2	2.0	9.6
Johnson		11.3	.0065	2.7	2.8		8,202	.0028	728	3,038	2,834	55.0	29.3	28.2	30.4	15.3	28.9	2.6	7.3	.9	4.1

Careful reading of the explanatory introduction, starting on page 13, will help you make the most profitable use of the Survey of Buying Power data.

# Attention "SPACE MEN"...

Its on its' way . . . and going strong!

Knoxville's new two paper buy has just been launched, offering you greater-than-ever coverage at an attractive new lower line rate of only  $46\xi \dots 180,226$  circulation in a 42 county trade area of almost  $1\frac{1}{2}$  million people . . . with over  $1\frac{1}{2}$  billion dollars in buying power.

Knoxville is Tennessee's second largest metropolitan area with a population of 367,300 (Sales Management). Oak Ridge (also in the Knoxville Metropolitan Area) had a per family income of \$7,832 in 1956—highest in the state. Knoxville ranked third among Tennessee cities with \$5,571.

The value of using both papers in Knoxville has been proven by the fact that 96% of all retail advertising linage in Knoxville newspapers in 1956 was placed by merchants who regularly use both the News-Sentinel and the Journal. Write us or our representatives now for a copy of our new brochure on this profitable new two paper buy



The Knoxville Iournal

Represented nationally by General Advertising Department of Scripps-Howard Newspapers, Scolaro, Meeker & Scott, and Dayle & Hawley (West Coast).



TENNESSEE		0		OPULAT STIMAT	ION ES, 1/1/	58	EF BU	FECTIVE VING II	E NCOME	- 6	SM E	STIMA	TES, 1	957	Th	e "SM e estima				ginal, e	
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			Inc	ome B	reakdo	wn of H	lauseho	olda		
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Not Dollars (000)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	%	2,499 % . Inc.	\$2,500 % Halds.	-3,999 % Inc.	\$4,000 % Halds.	%	\$7,000 % Halda	7-9,999 % Inc.	\$10,00 % Halda	%
Knex	74	246.1	.1431	68.0	77.9	164.0	355,812	,1192	1,446	5,233	4,562	25.4	7.9	25.9	17.7	34.1	37.9	9.5	16.0	5.1	20.5
▲Knoxville		131.5	.0764	37.8	46.6		209.145	.0701	1.590	5,533	4,479	24.0	7.4	25.1	16.7	35.6	30.0	10.1	16.8	5.2	20.1
Lake		11.9	.0069	3.0	3.4		10,630	.0036	893	3,553	3,124	51.4	24.4	28.7	27.5	16.1	27.2	3.8	9.2	2.2	11.7
Lauderdale		25.0	.0146	6.5	6.8	3.4	21,846	.0073	874	3,361	3,172	49.5	23.5	27.7	28.5	17.1	28.8	3.8	9.6	1.9	9.6
Lawrence		27.4	.0150	7.0	7.0	6.9	21,759	.0073	794	3,108	3,088	50.6	25.0	27.8	29.8	17.8	31.3	2.6	6.8	1.4	7.1
Lawrenceburg		6.9	.0040	2.0	2.1		7,851	.0026	1,138	3,926	3,650	41.9	17.0	26.8	23.9	24.1	34.8	4.1	9.0	3.1	15.3
Lewis		6.0	.0035	1.5	1.7		5,079	.0017	847	3,386	2,972	48.4	24.3	29.1	31.7	19.5	34.7	2.3	6.1	.7	3.2
Lincoln		25.1	.0146	6.7	7.2	7.5	23,852	.0080	950	3,580	3,287	44.4	20.2	27.8	27.3	22.3	36.0	4.1	10.1	1.4	6.4
Fayetteville		7.5	.0044	2.4	2.8		10,310	.0035	1,375	4,296	3,651	35.7	14.1	28.2	24.2	27.9	39.2	5.9	12.5	2.3	10.0
Loudon		24.9	.0145	8.4	6.4	9.5	23,070	.0078	927	3,605	3,551	38.9	16.6	29.4	27.2	25.5	38.6	4.7	10.8	1.5	6.8
McMinn		34.4	.0200	9.0	9.5	14.8	33,658	.0113	978	3,740		42.4	18.0	26.7	24.7	24.0	38.2	4.8	11.0	2.1	10.1
Athens		11.3	.0066	3.2	3.6		13,999	.0047	1,239	4,375	3,888	37.0	13.9	25.5	20.7	27.6	36.8	6.5	13.1	3.4	15.5
McNairy		22.4	.0130	5.8	6.0		17,378	.0068	776		2,869	52.2		29.3	33.6	15.9	29.9	1.8	5.0	.8	4.0
Macon		12.8	.0074	3.5	3.5		9,118	.0030		2,604	2,592	60.1		27.6	35.0	10.3	21.6	1.2	3.9	.8	4.2
Madison		62.1	.0361	17.7	19.4		75,937	.0255		4,290	3,908	36.7		25.9	21.2	27.3	36.5	6.9	14.0	3.2	14.5
Jackson		36.5	.0212	11.4	13.4		54,501	.0182	1,493	4,781	4,058	33.1	11.6	24.8	19.0	30.0	37.4	8.3	15.6	3.8	16.4
Marion		21.2		5.0	5.6	2.7	18,264	.0061		3,653	3,227	43.2		29.2	29.1	22.4	38.5	4.1	10.1	1.1	4.5
Marshall		17.9	.0104	5.1	5.4	5.3	20,191	.0068		3,950	3,678	39.3	15.9	30.4	28.7	22.8	32.7	4.4	9.6	3.1	15.1
Maury		42.1	.0244	11.9	12.4	15.9	45,743	.0153		3,844	3,665	38.3		26.7	25.4	25.9	37.6	4.8	10.6	2.3	10.7
Columbia		13.4	.0078	4.1	4.7		19,131	.0065	1,428	4,666	4,068	29.8	10.5	27.9	21.5	32.2	40.5	6.7	12.8	3.4	14.7
Meigs		6.0	.0035	1.3	1.4		4,354	.0015	726		3,003	52.8		27.0	20.1	18.4	27.2	3.0	8.0	1.8	9.4
Monree		23.0	.0134	5.6	5.7	4.1	17,600	,0059	786	3,144	3,049	50.6	25.1	28.4	30.7	16.7	29.4	2.9	7.6	1.4	7.2
Montgomery		51.9	.0302	12.4	20.8	26.5	75,316	.0252		6,074	3,647	27.9	9.6	29.9	22.6	31.2	38.4	7.0	13.1	4.0	16.3
Clarksville		26.5	.0154	7.3	9.3		37,742	.0126		24.00	4,021	30.6	10.5	28.7	21.3	29.3	35.6	6.8	12.5	4.6	20.1
Moore		4.1	.0024	1.1	1.1		3,293	.0011	803	2,994	2,917	52.1	27.1	28.8	32.5	15.7	29.0	2.5	7.1	.9	4.3
Morgan		15.2	.0088	3.2	3.5		10,560	.0036	895	3,303	3,009	50.2	25.0	28.1	30.5	17.5	30.9	3.0	7.9	1.2	5.7
Obion		25.6	.0149	7.6	8.2	8.8	29,682	.0009	1,189	3,906	3,580	39.2	18.2		26.8	24.1	35.4	4.5	10.0	2.4	11.6
Union City		8.5	.0049	3.0	3.2		12,621	.0042	1,485		3,843	35.7	13.7	29.4	24.4	26.7	36.3	5.0	10.4	3.2	15.2
Overton		18.2	.0094	4.0	4.1		10,855	.0037	670	2,714	2,618	60.6	35.1	25.8	32.7	11.0	22.7	1.8	5.5	.8	4.0
Perry		5.6	.0033	1.5	1.5		4,205	.0014	701	2,803	2,732	57.4	31.9	24.6	29.5	15.7	31.1	2.0	6.0	.3	1.5

SALES MANAGEMENT



Homes and people . the only true measurement of a station's audience

# **WMCT Memphis delivers more total area TV** home impressions than any other Memphis TV station

Total area TV home impressions 6:00 A.M. -Midnight** -The facts prove: to reach more of these people more of the time, at the least cost per thousand, your best buy is WMCT!

WMCT		25,014,700
Station	"A"	24,196,200
Station	"B"***	16,251,100

WMCT leads during both day and evening time periods-NSI shows that from 6:00 AM until Midnight (Sun. thru Sat.), WMCT produces more total area TV home impressions than any other Memphis TV station.

Commission assistant about the said		
Station	6:00 AM - 6:00 PM	6:00 PM - Midnight
WMCT	12,549,100	12,465,600
Station "A"	12,192,600	12,003,600
Station "B"***	7,909,900	8,341,200

Look at home impressions . . . not ratings . . . for total audience—A typical example is 9:00 PM Fridays: WMCT, with a 21% metro rating, delivers 99,200 homes in total area ... more than either of the other two stations.

A STATE OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PARTY OF THE PAR	-		and the same	20,000,000	******************	- C - C - C - C - C - C - C - C - C - C
Station		ī	me		Metro Rating	Total Homes Delivered
WMCT		9:00	P.M.,	Fri.	21	99,200
Station	"A"	9:00	P.M.,	Fri.	31.6	97,100
Station	"B"	9:00	P.M.,	Fri.	21	44,400

# And in the WMCT area there are 2,709,500 people who spend \$2,180,014,000.00 annually

And, what's more . . . A decade of know-how stands behind your sales program when you choose WMCT with established personalities—attractive programming—a thorough production staff-and a wide-awake merchandising approach.

Memphis Area NSI, Nov. 10-Dec. 7, 1957. A. C. Nielsen Co., 1958
 Figures are results of adding the total homes reached of each telecast quarter hour during the time period(s).
 Station "B" signs on later in the day.

WMC - WMCF - WMCT - Memphis' first TV station 100,000 WATTS — NBC BASIC epresentatives 
Owned and operated by

National Representatives Blair - TV

THE COMMERCIAL APPEAL

		0	M P	OPULAT STIMAT	ION ES, 1/1/	58		FECTIVI		_ (	M ES	TIMA	TES, 1	957	The	e "SM"	symb	ols ma	rk orig	inal, e	kclu-
COUNTIES	Mo- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	vn of H	louseho	lds		
(continued)	tan Area	Tetal (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pap. (thou- aands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2 % Hsids	%	\$2,500 % Halds.	-3,999 % Inc.	\$4,000 % Halds.	%	\$7,000 % Hslds.	%	\$10,000 % Hslds.	%
Pickett		4.3	.0025	1.0	1.0		2,526	.0008	587	2,526	2,491	61.3	37.4	27.9	37.1	9.8	21.2	.5	1.6	.5	2.7
Polk		12.4	.0072	3.0	3.0		10,486	.0035	844	3,489	3,417	41.6	18.4	29.5	28.4	23.6	37.1	3.8	9.0	1.5	7.1
Putnam		31.7	.0184	8.3	9.6	7.9	31,302	.0105	987	3,771	3,242	48.4	21.9	25.9	25.6	19.3	31.1	4.1	9.9	2.3	11.5
Cookeville		7.9	.0046	2.1	3.4		11,777	.0040	1,491	5,608	3,421	44.9	17.1	18.8	15.6	25.3	34.3	6.8	13.9	4.2	19.1
Rhea		15.0	.0087	3.9	4.0	3.1	13,507	.0046	900	3,463	3,306	42.8	19.4	28.1	27.9	24.3	39.3	3.8	9.2	1.0	4.2
Roane		33.1	.0193	8.6	9.0	14.3	33,791	.0113	1,021	3,929	3,744	35.5	14.2	28.4	24.7	28.8	40.9	5.3	11.3	2.0	8.9
Robertson		27.6	.0160	7.6	8.1	8.5	27,608	.0093	1,000	3,633	3,380	43.7	19.3	28.1	27.0	22.4	35.1	3.9	9.2	1.9	9.4
Springfield		8.5	.0050	2.6	2.7		9,881	.0033	1,162	3,800	3,606	41.3	17.1	28.7	25.9	23.0	34.0	4.3	9.5	2.7	13.5
Rutherford		44.1	.0257	11.0	14.0	16.8	52,654	.0176	1,194	4,539	3,748	35.0	13.3	27.6	22.9	27.4	36.9	7.1	14.4	2.9	12.5
Murfreesboro		16.5	.0098	4.9	6.1		24,887	.0084	1,508	5,079	4,060	31.4	10.7	25.9	19.3	29.5	35.9	9.0	16.6	4.2	17.5
Scott		18.3	.0108	4.0	4.1		11,805	.0040	645	2,951	2,817	53.7	28.8	28.6	33.3	15.2	29.1	1.8	5.3	.7	3.5
Sequatchle		6.3	.0037	1.3	1.5		4,807	.0018	731	3,544	2,942	49.6	24.9	27.7	30.4	19.2	34.2	2.8	7.5	.7	3.0
Sevier		22.0	.0127	5.5	5.7		18,181	.0061	826	3,300	3,177	48.3	22.9	28.9	29.8	18.1	30.5	2.9	7.4	1.8	9.4
Shelby	89	550.0	.3198	186.7	192.9		907,078	.3041	1,849	5,789		24.1	7.0	23.5	15.0	35.0	36.4	10.9	17.1	6.5	24.5
▲Memphis		489.2	.2845	144.3			834,097	.2796	1,705	5,780	4,733	23.8	6.9	23.7	15.0	35.1	36.3	10.9	17.1	6.5	24.7
Smith		12.7	.0074	3.5	3.6		11,432	.0039	900	3,286	3,187	45.9	21.9	30.9	32.1	18.5	31.3	3.4	8.8	1.3	5.9

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.

## KINGSPORT, TENNESSEE

Leading Payroll & Retail Market in Northeast Tennessee — Southwest Virginia

# Ideal Test Market with 139 Quality Index*

*1958 Sales Management

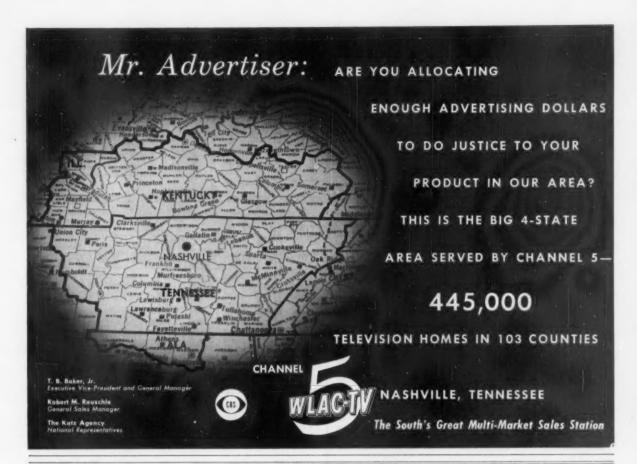
** Publisher's Statement-Sept. 1957

Top Industries Employing
15,000—Paying \$79.6 Million

Tennessee Eastman—acetate yarn, tenite, chemicals.
Kingsport Press—world's largest book printers.
General Shale—brick and cinder block.
The Mead Corporation—paper.
Blue Ridge Glass—rolled glass.
Borden Mills—carded cotton fabrics.
Holliston Mills—world's largest bookbinding.
Penn-Dixie Cement
The Mason & Dixon Lines—leading national truckers.
Eastman Chemical Sales
Bays Mountain Construction—Eastman subsidiary.
Southern Oxygen
Holston Defense—explosives.
Slip-Not Belting—industrial belting.

Represented by SHANNON & ASSOCIATES, INC.

TENNESSE	E		SM	POPU	MATI	ON ES, 1/1/	58	EF BL	FECTIVI JYING II	E NCOME	- 0	SM	ESTIN	IATES,	1957	The	e "SM"	' symi	SALES	k origi MANA	nal, e GEMI	xclu- ENT.
COUNTIES	tro- poli- tan	To	al .		ouse-	Con- sumer Spend-	Urban Pee.	Not	OT.	Per	Per	Incom	e		In	come B	reakdov	vn of i	lousehol	da		
(continued)	Area		iu- i	of (ti	hou- nds)	ing Units (thous.)	(thou- sands)	Dollars (000)	of U.S.A.	Capita		C. S. I	9	0-2,499 % da. Inc.	1 0%	0-3,999 % . Inc.	\$4,000 % Halds.	%	\$7,000- % Haida.	9/0	10,00 % Halda	0/0
Stewart			7.4 .	6043	1.8	2.1		5,929	.0020	801	3,294	2,75	9 55	.0 29.6	27.6	32.4	14.9	28.7	1.8	5.4	.8	3.7
Sullivan △Bristol (Tenn.)				0002	30.2	33.0	63.5	158,741	.0532	1,395	5,256	4,79	8 22	.0 6.7	24.3	18.0	38.0	40.9	10.9	17.7	4.8	18.7
Bristol (Va.)		4		0884	10.7			56,003														
△Kingsport				0161	7.8	9.5		50,583										37.9	100000	20.5	7.7	25.9
△Bristol				0117	5.9	6.6		32,553		- 6	- K-nc				-		39.9	41.7		17.3	5.3	20.0
Sumner		1		0188	8.8	9.3	-			955					-		20.9	33.8		10.0	1.6	7.4
Gallatin				0032	7.5	2.0 8.1	8.1	7,534 27,421								26.6	26.9	37.4		12.5	2.4	10.5
Covington				0030	1.6	1.0		8,219		914 1,612		4,170					20.5	32.3		10.1	6.0	11.6 25.9
Trousdale			***	0032	1.3	1.3		3,824	.0013	695	2,942	2,88	6 63.	.9 28.3	28.8	32.9	14.1	28.3	1.0	8.4	1.3	7.1
Unicol				0094	3.9	4.1	6.4			1,041	4,298	4,07	1 30.	.3 11.1	28.0	22.2	31.6	41.0	7.8	15.0	2.5	10.7
Union			8.5	0049	1.9	2.0		5,394	.0018	635	2,839	2,68	8 56	.5 31.9	26.6	32.6	14.8	29.8	1.0	8.7	.2	
Van Buren				0023 0137	.8 6.7	.9	11.4	2,489		617		2,56					7.1	15.0	1.3	4.0	1.8	10.9
McMinnville				0066	3.5	6.8		22,149 14,078		943						30.2 26.2	18.8	31.5	3.1	7.8	1.7	13.8
Washington				8371	16.3	18.3										6555		35.8		14.2	4.0	17.8
△Johnson City.		1		0165	7.2	9.1		39,929							0.00		33.3	37.1		16.1	5.4	21.7
Wayne				0078	3.3	3.3		9,066		877	2,747	2,70			100.00		12.6	25.2	2.0	8.0	.7	3.3
Weakley				0136	6.9	7.7	3.5	23,990		1,021	3,477	3,11					19.5	33.1	3.3	8.4	1.4	6.5
White			15.7	0092	4.0	4.3	4.2	13,382	.0044	851	3,341	3,07	5 51.	.2 24.9	28.5	30.2	15.9	27.6	2.4	6.3	2.0	11.0
Williamson		4 3		0129	8.7	8.9	7.1			962	3,748	3,56	45.	9 19.3	28.6	24.4	19.6	29.3	4.7	10.6	3.2	16.4
Franklin				0041	2.1	2.3		9,145		1,288							24.7	32.8		12.9	3.9	18.0
Wilson Lebanom		1		0157	7.7	8.2	9.3	27,423 11,482		1,012		3,318					22.3	35.6 38.9	3.8	9.1	1.8	7.8
	-	-	-		-	483.6		-				-	-		-			-		_	_	
Total Above Cities	***	-			99.4			2,159,542	.7241	1,588	5,407	4,46	-		-	17.0	33.6			16.4	5.3	21.0
State Total			00.0 2.		39.5	1,058.7		4,268,178	1.4311	1,223	4,543	4,03	2   34	.7 12.8			28.0	36.0	7.2			16.8
	S	M	POPUL/ ESTIM/	ATTON ATES, 1	/1/88		SM	E. B. I. ESTIMATE	8, 1957					SM	STIMA	TES, 1	/1/58		SM	E. B. I	ATES	, 1957
METRO. AREAS	Total (thou-	% of	House- hold (thou-	Con- sumer Spend- ing	- Pi	0U- I	Net Dollars	% Pe	p- H'se-		AREAS		Total	% of	House- hold (thou-	Con- sumer Spend- ing	- Pap (the	- 1	Net Dollars	% of	Per Cap-	
	sands)	U.S.A.	sands)	Units (thous.	) san	as)	(\$000)	U.S.A. It	hold			1	ands)	U.S.A.	sands)	Units (thous.	sand)	8)	(\$800)	U.S.A.	ita	hold
△Bristol-Johnson  City-Kingsport	234.4	.1363	80.8	-		15.8	291,891	2			phis		550.0 370.2		156.7 104.9	192.1	1		967,076 601,936	1		5,78
Chattanooga	290.4	.1689	83.4	91.7	r I	99.3	411,961	.1381 1,4	19 4,940	-								-		-	-	-

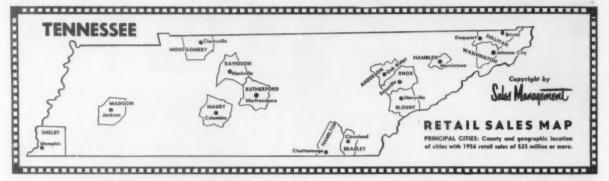


TENNESSEE	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" sy estimates	mbols ma by SALES	rk original, MANAGEI	exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Máse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Anderson	74	57,058	.0284	3,779	.0307	91	84	19,553	3,377	5,357	2,272	2,415	11,587	6,232	1,751	2,227
Oak Ridge		36,935	.0185		.0187	111	110	12,610	2,180	4,390	1,465	1,557	7,461	4,021	1,130	1,470
Bedford		16,820	.0084	2,510	.0093	68	61	4,038	583	1,441	622	1,041	3,996	1,515	1,993	46
Shelbyville		15,266	.0076		.0066	85	97	3,283	880	1,200	622	1,041	3,873	1,396	1,896	39
Benton		7,555		2,698	.0039	66	64	1,166	389	516	251	240	3,382	707	488	18:
Blodsoo		2,731	.0014	1,606	.0023	47	29	812	111	130	92	81	1,027	147	213	70
Blount	74	55,136	.0275	3,425	.0270	74	75	18,465	2,171	4,903	1,143	3,108	12,538	5,727	2,705	1,421
Maryville-Alcoa		44,834	.0224		.0134	130	217	14,818	1,698	3,945	1,143	#,903	11,641	2,828	2,012	1,17
Maryville		43,275	.0216		.0103	194	408	14,047	1,360	3,945	1,143	2,903	11,537	2,675	1,883	1,129
Bradley		33,787	.0169	3,754	.0150	76	85	7,111	1,429	2,489	1,567	1,642	10,367	2,803	3,438	1,22
Cleveland		31,738	.0159		.0122	91	119	6,586	1,342	2,077	1,567	1,555	9,766	2,582	3,395	1,22
Campbell		17,225	.0088	2,101	.0114	56	42	5,505	892	1,420	944	759	4,131	1,420	984	60
Cannon		4,358	.0022	2,179	.0026	58	49	1,033	148	1,114	61	136	1,269	296	108	13
Carroll		17,678	.0088	2,357	.0008	64	58	4,194	609	916	813	980	5,548	1,996	1,551	44
Carter		27,177	.0136	2,471	.0171	87	53	8,085	433	3,289	1,165	1,829	6,152	2,487	1,794	73
Elisabethton		22,908	.0114		.0077	112	165	6,253	413	2,362	1,165	1,696	6,031	1,657	1,605	73
Cheatham		4,827	.0024	2,414	.0028	61	52	916	107	946	71		1,207	638	613	10
Chester		5,792	.0029	2,317	.0033	57	50	1,757	199	250	232	274	963	611	749	22
Claiborne		8,565		1,194	.0064	47	24	1,059	257	908	93	405	1,640	683	451	12
Clay		1,825		1,074	.0019	46	22	470	58	225	47	88	198	353		5
Cocke		12,151	.0060	2,293	.0068	55	49	3,462	741	1,324	716	888	2,149	684	921	48
Coffee		21,808	.0109	2,869	.0109	68	68	5,279	1,096	1,281	973	1,256	5,496	2,695	1,811	48
Crockett		6,411	.0032	1,282	.0062	58	30	2,148	157	495	307	183	898	472	870	22
Cumberland		12,855	.0065	2,735	.0070	59	85	2,691	564	1,165	258	512	4,939	1,039	1,046	31
Davidson	96	475,429	.2375	4,532	.2152	100	110	106,082	25,862	86,744	44,186	21,347	100,004	39,136	25,715	12,97
▲ Nashville		394,683	.1972		.1291	123	188	72,165	21,112	62,966	41,746	19,860	89,959	25,160	21,119	9,66
Decatur		4,475	.0022	2,131	.0025	53	47	1,143	205	440	95	174	819		699	16
De Kalb		5,117	.0026	1,968	.0033	55	43	1,058	154	551	290	232	597	1,283	244	22
Dickson		12,554	.0082	2,582	.0068	64	60	3,311	473	1,496	746	414	2,971	1,137	849	21

SM Standard (A) and Potential (A) Metropolitan County Areas.

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Before using these figures read foreword, page 13.



TENNESSEE	Me-			RET	TAIL S	ALES-	SM E	STIMA	TES, 1	957		The			rk original MANAGE	
COUNTIES CITIES (continued)	tro- peli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn Heuse- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre, (\$000)	Drugs (\$000)
Dyer		28,414	.0132	3,221	.0124	73	78	6,717	1,074	2,097	1,912	1,873	5,323	1,973	2,034	731
Dyersburg		19,234	.0096		.0073	100	132	4,717	696	1,503	1,853	1,670	4,118	1,337	1,142	584
Fayette		8,486	.0043	1,391	.0072	46	28	2,115	126	2,026	241	408	1,510	771	763	171
Fentress		5,775	.0029	1,750	.0042	48	33	1,230	184	1,714		352	708	617	432	170
Franklin		16,010	.0080	2,582	.0002	63	55	3,757	499	1,084	853	778	4,288	1,386	1,621	321
Gibson,		33,871	.0109	2,289	.0200	88	58	8,402	1,539	2,235	1,602	1,702	8,940	3,180	2,842	1,612
Giles		17,249	.0086	2,574	.0095	88	59	4,392	838	1,396	1,150	661	4,329	1,849	1,155	396
Pulaski		13,302	.0066		.0042	114	178	2,913	435	600	1,150	596	4,258	1,395	858	395
Grainger		3,617	.0017	1,213	.0033	48	24	1,186	257	324		163	915	290	87	56
Greene		26,585	.0133	2,272	.0160	62	51	3,960	1,415	3,151	1,141	1,733	6,784	2,729	2,547	1,003
Greeneville		23,470	.0117		.0066	120	218	3,243	1,194	2,559	1,141	1,738	8,791	2,548	2,225	1,003
Grundy		5.077	.0026	1,751	.0037	51	36	1,356	263	983		197	1,483	631		***
Hambien		31,839	.0159	3,883	.0141	78	88	7,139	765	2,350	1,480	1,489	11,105	2,687	2,985	712
Morristown		30,961	.0155		.0108	97	140	6,799	594	2,297	1,481	1,460	11,105	2,425	2,985	712
Hamilton	27	282,597	.1411	3,947	.1306	91	98	69,635	16,172	37,094	17,932	16,094	51,008	23,853	18,118	7,718
▲Chattanooga		250,856	.1253		.0954	104	137	56,291	13,477	35,021	17,521	16,110	49,065	19,446	15,090	6,198
Hancock		1,489	.0008	816	.0018	42	19	92		416	29	33	479	69	208	93
Hardeman		8,832	.0044	1,802	.0063	50	35	2,084	278	1,183	161	188	1,873	1,246	908	213
Hardin		9,643	.0048	2,243	.0056	56	48	1,777	325	1,212	218	488	2,226	1,286	1,060	184
Hawkins		11,508	.0058	1,534	.0099	54	32	2,502	472	1,811	486	460	2,419	1,845	995	186
Haywood		11,889	.0059	1,855	.0082	84	39	2,646	289	2,044	250	479	1,385	1,135	1,295	277
Henderson		8,282	.0041	2,179	.0049	58	49	1,999	137	498	629	443	2,880	460	508	201
Henry		18,840	.0084	2,591	.0090	71	87	4,533	881	1,251	1,120	1,089	2,918	1,952	906	548
Paris		15,014	.0075	- 1	.0057	106	139	2,832	554	929	1,104	1,055	2,918	1,705	844	548
Hickman		5,402	.0027	1,743	.8042	88	38	1,317	332	1,108	196	348	954	464	361	232
Houston		1,882	.0010	1,711	.0013	82	40	921	80	335	48	46	178		144	108
Humphreys		7,444	.0037	2,059	.0041	80	63	2,496	882	378	186	540	1,120	679	870	285
Jackson	1	3,674	.0018	1,413	.0030	48	29	1,828	72	441	87	58	550	200	179	30
Jofferson		12,154	.0081	2,400	.0070	84	55	3,764	387	1,441	305	511	2,867	1,028	1,178	396
Johnson		3,784	.0019	1,401	.0033	51	29	721	48	967	66	73	898	610	407	102
Knox	74	283,509	.1416	4,169	.1307	91	99	60,736	16,826	53,533	13,932	13,068	56,557	23,707	17,677	8,817
▲Knoxville		253,416	.1266		.0883	116	166	51,366	14,015	51,724	13,772	11,881	51,680	18,307	15,349	7,714

SM Standard (A) and Potential (A) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

- 1. 316,000 WATTS
- 2. TOWER 991 FEET ABOVE AVERAGE TERRAIN
- 3. COVERS MORE THAN 50 COUNTIES IN TENN., KY. N.C.

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Bert Ferguson Exec. Vice-President, WDIA



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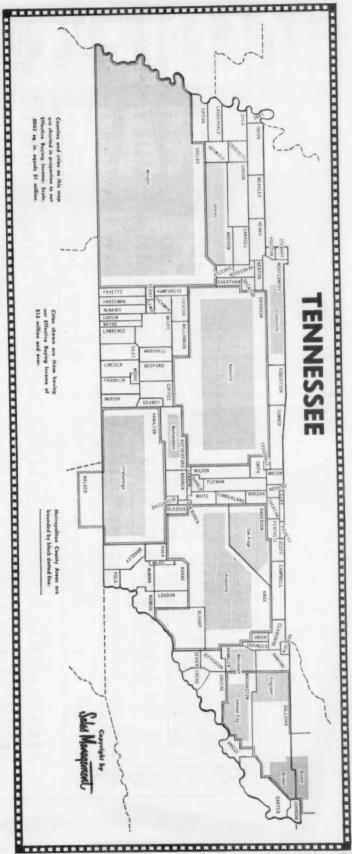
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TENNESSEE	Me-			RET	TAIL S	ALES-	. SM E	STIMA	TES, 1	957					rk eriginal, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Lake		6,804	.0034	2,288	.0042	61	49	2,349	370	461	215	256	947	899	711	290
Lauderdale		12,718	.0064	1,957	.0085	58	44	2,915	418	1,109	829	585	2,825	737	1,804	374
Lawrence		21,342	.0106	3,049	.0100	63	67	3,417	468	1,874	875	927	6,111	2,135	3,862	511
Lawrenceburg		18,824	.0094		.0049	128	235	2,436	395	1,263	875	847	6,111	2,073	3,389	351
Lewis		3,191	.0016	2,127	.0020	57	46	806	102	202	51	152	1,030	197	267	103
Lincoln		17,192	.0086	2,566	.0095	65	59	3,726	478	963	1,108	1,010	4,079	1,751	1,874	563
Fayetteville		15,051	.0075		.0049	111	170	2,898	424	597	1,075	972	4,079	1,360	1,759	518
Louden	- 1	16,732	.0084	2,614	.0093	84	58	4,339	787	1,182	609	811	4,326	1,982	1,362	544
McMinn		20,047	.0100	2,227	.0127	64	50	5,016	709	1,759	956	993	5,111	1,523	2,255	468
Athens		13,760	.0069		.0057	86	105	3,346	415	819	814	598	3,998	634	1,748	220
McNairy		12,031	.0060	2,074	.0073	86	46	1,930	413	1,049	508	533	4,165	1,957	659	263
Macon	- 1	5.047	.0025	1,442	.0037	56	34	1,088	81	862	359	261	1,287	84	526	260
Madison	1	53,844	.0269	3,042	.0280	78	76	13,890	2,491	7,187	4,212	2,361	10,591	4,658	3,223	1,453
Jackson		48,933	.0244		.0207	98	115	11,932	2,265	6,645	4,183	2,055	10,329	3,678	3,223	1,318
Marion		13,718	.0069	2,744	.0076	61	56	3,798	1,181	1,379	235	513	3,027	2,144	503	321
Marshall		13,090	.0065	2,567	.0075	72	63	3,343	331	776	727	859	4,353	879	904	45
Maury		35,193		2,957	.0178	73	72	9,476	1,593	2,301	2,927	1,389	7,716			693
Columbia		26,148	.0131		.0087	112	168	5,873	887	1,856	2,725	1,112	6,298	2,552	2,919	460
Meigs		1,291	.0006	993	.0018	46	17	182	72	490			184			
Monroe		14,438			.0078	58	84	3,503	653	1,324	829	514	3,300			43
Montgomery		43,348		3,498		83	72	10,274	1,592	4,366	2,542	2,767	12,005	1		1,09
Clarksville		37,290	.0186		.0150	97	121	8,645	1,272	4,294	2,542	2,767	9,335	2,212	3,323	1,05
Moore		841	.0004	765	.0012	50	17	210	18	200		53		189	80	
Morgan		2,881	.0015	900	.0040	45	17	1,089	135	397	25	120	306	510	211	**
Obion		22,309	.0111	2,935	.0113	76	74	5,205	824	1,029	1,506	1,760	5,915	1,560	2,012	63
Union City		16,107	.0080		.0055	112	163	3,128	682	650	1,406	1,552	4,628	981	1,821	47
Overton		6,873	.0035	1,718	.0047	50	37	1,168	188	,1,181	320	254	1,639	986	339	23
Perry		2,432	.0012		.0018	55	36	770	70	262	75	36	700	258	143	5
Pickett		1,298	.0006	1,298	.0010	40	24	163	24	121	80	***	386	176	100	
Polk		6,018	.0030	2,006	.0041	57	42	1,221	165	1.206	230	352	1,281	707	626	15
Putnam		18,902	.0095	2,277	.0118	64	52	3,240	1,032	2,008	1,092	980	4,456	2,773	1,685	54
Cookeville		15,158	.0076		.0052	113	165	2,519	776	1,308	1,000	765	4,040	2,111	1,424	35
Rhea		11,319	.0056	2,902	.0057	68	64	2,822	500	783	351	731	2,931	1,071	1,081	40
Reane		28,746	.0134	3,110	.0136	70	69	7,886	1,299	1,880	1,790	2,051	5,181	3,220	1,882	1,08
Robertson		18,441	.0092	2,426	.0106	68	58	4,850	851	975	922	1,100	4,090	1,984	1,745	48
Springfield		14,661	.0073		.0048	96	146	3,249	576	756	922	1,009	3,897	1,020	1,721	32
Rutherford		35,509				78	69	9,290	1,676	3,260	1,284	2,134	7,282			86
Murfreesboro		30,417	.0152		.0107	113	160	7,165	1,177	2,677	1,249	2,085	7,001	3,058	2,466	70
Scott		7,641				50	37	2,027	343	2,002	121	168	2,021	806	185	
Sequatchie		2,771	1			51	35	690		339	50		970			13
Sevier		18,513	.0093	3,366	.0084	66	73	4,280	1,714	1,030	620	677	3,500	2,119	2,620	84
Shelby	89	703,150	.3513	4,487	.3214	101	110	156,047	32,836	141,863	42,927	31,229	153,627	45,284	31,885	20,14
1▲Memphis		666,105	.3328		.2965	104	117	144,103	30,903	137,967	42,367	30,257	148,387	38,784	29,153	18,80
Smith		6,631				59	45	1,228		1,273	135		1,256			
Stewart		3,784	.0019	2,102	.0024	56	44	893	178	1,341		92	841	212	182	4
Sullivan	188	111,448	.0550	3,690	.0565	85	84	25,855	2,882	16,868	7,215	8,362	23,854	8,633	10,285	2,84
△Bristol (Tenn.)-																
Bristol (Va.)		88,757			.0219	88	180	12,745					10,631			
△Kingsport △Bristol		70,824			.0223	139	220	15,899					15,690			
Sumner		30,504			.0124	106	130 56	7,131					6,400			
Gallatin		14,015			.0121	125	219	5,073 3,084					3,886			
Tipton		15,036				60	43	4,386								
Covington		10,760			.0036	120	180	2,342								
Trousdale		3,080	.0018	2,361	.0017	53	47	642	70	361	85	140	854	188	297	14
Unicol		8,130				63	44	1,798					2,37			
Union		3,191				49	33	886				102				
Van Buren		665	.0003	831	.0010	43	13	70	24	372		71	100			
Warren	1	18,261				66	86	3,700								
McMinnville		16,980			.0062	94	129	3,057								

I General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 13, under heading "Mail Order."

SM Standard (A) and Potential ( $\triangle$ ) Metropolitan County Areas. Before using these figures read foreword, page 13.  $\bigcirc$  SM, 1958.

# FACTS ABOUT THE \$21/2 BILLION MEMPHIS MARKET

1st in the South in wholesale sales 10th in the nation.

Memphis city population has increased an estimated 58.5% since

World's largest cotton market,

Memphis bank debits were nearly \$10 billion, and clearings were over \$7 billion in 1957.

Two Dailies and The South's Greatest Sunday Newspaper. Combined Daily Circulation 358,479—Sunday Commercial Appeal 263,076—(ABC Publisher Statement 3-31-57.)

THE COMMERCIAL

Memphis,

EN NES

One of the 16 Fastest-Growing Cities in the Nation.

World's largest hardwood market.

More than 800 industries. Exceed \$475 million annually in manufactured products.

Add up the facts . . . start with the ever-expanding Memphis . . . then add to Memphis the 62 cities (2,500 or more population) in the Mid-South . . . analyze CAPS' total circulation coverage . . . and you will discover CAPS is the most powerful sales force in the big 21/2 billion dollar Memphis Market . . . one market you cannot afford to overlook . . . USE CAPS TO TELL 'EM

AND SELL 'EM!



# Buying dollars are plentiful here!

The Johnson City Market* 1957
E. B. I. \$220,000,000
Retail Sales 149,000,000
Gen'l. Mdse. 20,000,000
Automotive 20,000,000
Automotive 32,693,000
Population (Est. 1/1/58)
Source: 5/10/58 S.M.

"WASHINGTON, CARTER, UNICOI AND JOHNSON COUNTIES COMPLETE-PARTS OF GREENE AND SULLIVAN.

Johnson City A.B.C. City Zone Population 1957, 40,350—17% gain since

Business began to hum in 1957 with-

3 new factories; \$2,000,000 bonds for

industrial building and 100 acres

allocated for further development;

\$2,600,000 for new schools.

Exciting, rich, full color ads in Press Chronicle are powerful and productive —available in only two other Tennessee newspapers—Memphis and Nashville.

CHARTER MEMBER SOUTHEASTERN COLOR COMIC SECTIONS.

# JOHNSON CLTY TENM. PRESS-CHRONICLE

OVER 25,000,000 READERS YEARLY

Represented by
THE JOHN BUDD
COMPANY

TENNESSEE	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957				mbols mar		
COUNTIES CITIES (continued)	tro- poll- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hski. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Feed (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Washington	188	59,455	.0297	3,648	.0290	78	80	14,043	2,677	7,618	2,891	4,231	13,122	4,010	5,943	1,56
△Johnson City		51,791	.0259		.0178	106	157	11,530	2,098	7,130	2,849	4,120	12,500	3,244	4,623	1,49
Wayne		5,592	.0928	1,695	.0039	80	38	974	112	435	92	182	2,333	828	619	71
Weakley		12,939	.0085	1,878	.0087	84	48	3,536	486	540	839	488	2,606	1,673	1,312	611
White		8,573	.0043	2,143	.0054	59	47	2,483	98	811	129	946	2,019	969	95	271
Williamoon		21,061	.0105	3,695	.0093	72	81	5,436	677	1,677	865	731	5,067	2,431	1,213	45
Franklin		16,398	.0082		.0048	117	200	3,393	411	830	665	731	5,067	1,590	972	287
Wilson		20,086	.0101	2,609	.0108	69	84	4,757	1,105	2,064	853	1,216	5,273	2,167	1,212	301
Lebanon		16,775	.0084		.0066	104	186	3,956	881	1,419	472	1,176	5,108	1,391	1.049	300
Total Above Cities		2,281,565	1.1398		.8622	109	144	480,791	104,830	350,106	157,957	122,764	522,221	150,853	142,868	62,25
State Total		3,147,727	1.5725	3,350	1.5931	79	77	743,384	147,125	445,925	184,067	157,343	693,323	267,683	209,923	89,090
METRO, AREAS				RET	TAIL S	ALES-	SM E	STIMA	TE8, 1	957						
△Bristol-Johnson												1		1		
City-Kingsport	188	213,719	.1067	3,574	.1081	79	78	50,323	7,965	27,619	12,193	15,312	44,798	18,253	19,454	6,47
Chattanooga	27	307,582	.1536	3,688	.1489	88	91	76,526	16,907	39,885	20,068	18,144	55,174	27,195	19,004	8,86
Knoxville	74	396,703	.1975	3,989	.1884	88	93	98,754	21,374	63,793	17,347	18,588	80,600	35,666	22,133	12,52
Memphis	89	703,150	.3613	4,487	.3214	101	110	156,047	82,836	141,863	42,927	31,229	153,627	45,284	31,885	20,14
Nashville	96	475,429	.2375	4,532	.2152	100	110	106,082	25,862	66,744	44,186	21,347	100,004	39,136	25,715	12,970
Total Above Areas		2,095,583	1.0466	4,158	.9820	93	99	487,732	104,944	339,904	136,721	104,620	434,281	165,534	118,191	89,98

TEXAS — (Other West South Central States: Arkansas, Louisiana, Oklahoma.)

==		18.)			NU	MBEI	R OF	OUT	LET	8						3			NUI	MBE	R OF	OUT	LET	8		
Maps, p. 70	8,709,710 County	Pep. (thous.)	Total Outlets	Food	Eat & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-B-H	Drugs		City	County	Pop. (thou	Total Outlets	Food	Eat. & Orink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Sta.	L-8-H	Drugs
Abilene	Taylor	67.6	686	98	80	56	58	50	77	109	38	28	Br	ownfield.	Terry	10.8	146	16	14	11	9	7	18	29	16	4
Alice	Jim Wells	21.2	231	55	45	10	11	10	16	25	17	8	Br	ownsville.	Cameron	44.8	378	113	84	20	35	15	18	27	20	10
Amarillo	Potter	127.8	1,149	135	196	78	100	85	89	134	82	54	Br	ownwood	Brown	22.1	301	77			17	17	30	44	12	18
Arlington	Tarrant	21.1	209	39	38	21	11	14	18	31	13	6	Br	yan	Brazos	28.1	335	78		18	24	22	20	45	18	12
Athens	Henderson	5.4	143	31	10	8	11	10	16	18	11	4	Ch	ildress		7.0		12		8	10	12	17	18	13	. 5
Austin	Travis	185.0	1,529	236	308	150	109	86	89	177	67	65	CI	eburne	Johnson	17.9		47	26	18	18	10	37	30	17	- 8
Bay City I	Matagorda	13.3	199	38	33	11	14	7	15	26	20	8	Ce	mree	Montgomery	8.9	182	28	48	9	13	14	14	24	12	5
Baytown	Harris	28.5	331	78	58	18	23	19	21	29	23	14	11	rpus												
Beaumont	Jefferson	115.1	1,191	284	218	78	82	71	79	133	56	40		Christi	Nueces	170.0	1,587	285	362	130	98	76	95	176	78	59
Beeville	Boo	15.7	183	49	42	10	8	8	10	21	12	5	Ce	rsicana	Navarro	24.0	300	71	32	26	17	19	26	47	16	15
Bellaire	Harris	22.1	65		8		1	8	0	9	7	4	Di	illas	Dallas	845.0	5,868	957	1295	540	414	337	359	592	247	191
Big Springs	Howard	27.5	380	72	62	22	25	16	42	56	21	14	De	al Rio	Val Verde	18.9		39	40	-	15	12	16	21	7	
Borger	Hutchinson	24.5	281	46	48	19	35	19	27	26	11	6	De	nison	Grayson	24.7	249	64	28	23	28	20	18	36	12	
Breckenridge	Stephens	8.0	148	22	29	5	8	11	13	27	14	7	De	enton	Denton	29.8	292	49		19	25	22	21	45	20	12
Brenham\	Washington.,	7.2	188	50	27	12	7	6	14	21	10	7	Ed	linburg	Hidalgo		216 inued	57 on j		682	7	9	11	23	19	10

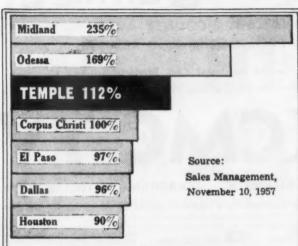
... you'd call the nearest office of the NATIONAL ADVERTISING NEWSPAPER REPRESENTATIVES NEW YORK AND E ATEN S. CHICAGO M. Michigan Ave LOS ANGELES SAN FRANCISCO DETROIT KANSAS CITY OKLAHOMA CITY NEW ORLEANS ST. LOUIS TO CHANGE MEMPHIS DENVER DALLAS MEXICO, D. F. ING DAILY NEWSPAPERS ONLY

TEXAS		('88')		N	UMBE	ER OF	OUT	LETS							18.			NU	MBEF	OF	OUTI	LETS		
Cont. from page		Pop. (thous.	Total	Food Eat. &	Gen'l. Mdse.	Apparel	F-H-A	Auto. Gas Sta.	L-8-H	100					Pop. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	P.H	1
City Cou					-	-	-		-	ă	-	City		County	-	-	-	-	-		-	-		-
El CampeWharto		9.7	134		18 14		5 7	13 16	18			acoguo	ches Na	cogaecne	s 15.0	184	38	19	11	16	13	24	28	8
I PasoEl Pasi		263.0			16 147	122	-	99 157	67				elsCon	nal	17.2	210	48	50	21	7	10	17	22 1	1
ort WorthTarran		388.1		618 8			157	293 443	134	127			Ect		. 73.6	615	83		58	51	38		71 3	
reeportBrazori		9.5	104		18 7	100	10	10 11	4				Ora			305	84		13	21	27		551 3	0
3ainesvilleCooke. 3aivestonGalvest		14.2	248 948		3 1	1		23 44	22				And			262	67		16	15	18		32 1 48 1	6
GarlandDallas		73.0	178	100 30	)7 21 25 10	7 -	13	31 61 17 29	29 15				Gra			290 315	45 79		25	14	18	22	30 2	
iladowater Grogg :		20.2	.,,	-		10	10	11 20	10				Har			271	42		17	20	25		52 2	
	wr	6.2	155	21 3	39 7		14	17 19	4	8			Ree			180	30		13	10	8		19 1	8
Gonzales,Gonzal		6.4	134		14 9	1	3	12 15					Och			101	13		5	9	4		19 2	
GrahamYoung.		10.8	126		1 1			12 23					Hai			300	44		33	19	25		21 2	
Grand Prairie, Dallas, Greenville Hunt		34.1	224 300		6 12 1 29		17 20	20 35 31 37	15 21	8			urJeff ville, Will			898 137	144	-	46 19	54	10	-	13 1 1	
Harlingen Camero		36.0	379		1 29			29 38	23				Nue			196	55		13	7	8		15 1	
HendersonRusk		11.6	225		6 23			19 32					gFor		10.5	186	25		9	12	14		20 1	4
Hereford Deaf St		0.0	136	14 1	4 15	9	6	19 15	18	4			loTon			771	114		57	51	48	65	04 5	4
‡Highland											Si	in Anto	nioBex	ar	. 554.0	5,349	1,259	1221	502	291 1	84		25 23	B 1
ParkDallas.		13.6	86		7 8	1		1 7	4	2			toCam			176	60		11	4	8		18 1	
HillsbergHill		8.8	180		8 6			22 26	13	3			osHay		15.1	162	27		10	14	9			8
HoustonHarris. IrvingDallas.		910.0	7,489 1, 138	448 156 28 1	6 633		434	101 828 11 29	339	272			Gua		13.7	191 302	34 61		12	26	11		20 1	
Jacksonville. Cherok		10.2	200		5 20	1 -1	11	27 20	6	8			Scur		17.6	180	31		13	12	10		10 1	
KermitWinkle		7.6	100		0 8	1	7	11 14	9	3			ile. Erat		8.0	147	33		8	6	15		19 1	
KerrvilleKerr		9.5	164	28 2	6 18	12	9	8 19	10	5	St	ilphur												
KilgoreGregg.		16.6	222		0 18		16	18 26	11	6			Нор			186	53		12	15	11		21 1	
KilleenBell		24.1	155		1 17		11	16 17	7	6			erNola		16.2	205	24		12		14		37 1	
KingsvilleKlebery		25.5	228		9 18 5 19		9	19 26	11	9			Will		1	195	31		12	13	15		20 1	
LamesaDawsor LaredoWebb		14.0	191	124 10	-		10	21 22 19 52	23	10			Bell		33.9	404 152	76 26		9	8	16		26 1	
LevellandHockle		12.2	158		3 13			25 22	21	8			aBow			386	102		30	-	24		4 2	
Liberty Liberty		5.1	110		7 7		8	11 10	12	6			yGalv		31.7	230	33		11	17	17		21 1	6
LittleffeldLamb		8.5	154		7 11	13	17	24 13	15	6			Smit		58.2	639	120	76	70	59	33	88 (	19 3	2
LongviewGregg.		42.8	459		9 41			32 65	22	18		Iniversi												
LubbockLubboc		140.0	,138	182 13		1		01 123	84	45			Dali		26.6	162	22	1	9		20	-		9
Lufkin Angelin		19.6	302		3 24	1		24 48	13	10			Will			161	38		10		12		28 2	- 1
MarlinFalls MarshallHarriso		8.1	160 316		3 10 9 23		17	10 20 18 37	23	10			Vict		14.0	257 384	31 62		17		20		51 2	
McAllenHidalgo		30.7	301		4 30			32 24	20	15			McL			1,187	262		119				29 6	
McKinneyCollin		13.9	220		7 17			27 24	12				ieEllis		14.8	196	47		7	9	10	26	12 1	5
MercedesHidalge	)	13.1	108	35 2	0 4	9	8	3 7	8	2	W	eatherf	ordPari	(er	12.5	189	36	18	7	11	9		1 1	5
MidlandMidland	d	51.3	336	57 8	5 27	35	28	23 50	27	17			Hide	algo	14.6	138	23	23	12	12	7	14	2	9
Mineral	.	40.0	000				40	40				est Uni				40				4			1	
WellsPalo Pla MissionHidalge		12.6	233	39 5 45 3	8 13 2 20		16	27 19 5 13	9	5			ceHan		16.0	10	24	30	9	15	14	16 2	22 1	9
MonahansWard		14.8	159 133	9 1		8	83	12 17	2	4		nurcon. hite	wni	rton	4.5	103	29	30		100	14	10		1
Mount		0.0	1.00			0	10	10	-		11		ent., Tarr	ant	15.1	18	1	4	3	1	0	0	8	1
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COUNTIES	poli- tan	Total	1 %	Hou	80- 81	amer pend-	Urban Pep.	Net		%	Per	Per	Income Per		1		1			1	_			_
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			-			-	40.	-			4 400		0.010		-				09.0	-			2.0	48 1
Anderson		28.			1.1	8.5	17.		,800	.0109				39.2		3.5 1		27.8	37.0	9	6 13 4 1		3.2	
Palestine		17.			8.0	6.2 3.2	7.		,004	.0084								52.0			6 2		7.4	
Angelina		39.			1.5	12.0			,437	.0159		4,125		31.6		9.7 2			38.2		5 1		3.0	
Lufkin		19.			8.3	6.4			,290		1,392			29.7		8.6 2			86.8		7 14		3.9	17.
Aransas		3.			1.1	1.1			,778		1,225					5.9 1		33.1	40.8	7.	7 14	4.4	3.4	14.1
		8.	- 1		1.7	1.8			414	.0029						2.5 1			45.7		8 14		4.2	
		1.			.4	.4			,110		1,733			15.5	2222				22.1		0 12		18.0	
Archer																								
ArcherArmstrong		19.			4.7	4.8	2.		,736		1,012			37.5		4.1 1		28.4			0 1		4.1	
ArcherArmstrong		12.			3.9	4.3			.274		1,271			36.5			2.1	27.1	38.5		4 13		3.1	
ArcherArmstrongArmstrongAtascesaAustin			w 100	49	2.2	2.4		13	,140	.0044	1,883	5,973	5,341	20.4	5.3 2	2.4 1	2.6	35.7	32.9	12.	8 17		8.7	df .
ArcherArmstrongArmstrongAtascesaAustin		8.						1	.519	.0018	1,130	3,786	3,388	42.3	17.8 2	8.8 2	6.4	22.9	34.4	3.	6 1	8.1	2.6	13.
ArcherArmstrongAtascosaAustinBalley		8.		23	1.9	1 9				10010	T T T T T T T	m*1.00					W 2 2					-55	-	
ArcherArmstrongAtascosaAustinBalleyBanderaBandera		4.	0 .00		1.2	1.3	8			,0056	982	3,428	3,269		19.9 1 2	8.4 2						1.3	1.6	7.
Archer		8.	0 .00	00	1.2	1.3 5.1 1.7	8.	16	,797 ,754	,0056	982 1,251	3,428 4,561		44.7 31.0		6.4 2 6.2 1	5.7	22,6	35.8 36.5	4.	7 11 2 13		1.6	
Archer Armstrong. Atascosa Austin Balley. Bandera. Bastrop Bayler		8. 4. 17.	0 .00	00	1.8	5.1		16	,797								5.7	22,6	35.8	4.	7 1			
Archer Armstrong Atascosa Austin Balloy Bandera Bastrop Baylor Baylor		8. 4. 17.	0 .00 1 .00 2 .00	36	1.8	5.1		8 18 7 7 27	,797 ,754 ,962	.0028	1,251	4,561	4,320 4,359	31.0	10.3 2 11.0 2	8.2 1 3.5 1	5.7 8.9 6.9	22,6 30,8 30,8	35.8 36.5 36.0	7.	7 11 2 13 6 13	3.0	4.8 5.1	22.0
Archer Armstrong.  Atascesa Austin Balley. Bandera Bastrop Bayler  Bee- Beeville.		8. 4. 17. 6. 23.	0 .00 1 .00 2 .00 6 .01 7 .00	00 36 37 01	6.8 1.7 8.1 6.8	5.1 1.7 8.4 4.8	15.	18 7 7 27 21	,797 ,754 ,962 ,027	.0028	1,251 1,190 1,339	4,581 4,584 4,381	4,350 4,350 4,366	31.0 33.2 33.9	10.3 2 11.0 2 11.4 2	8.2 1 3.5 1 4.4 1	6.9 7.9	22,6 30.8 30.8 29.6	35.8 36.5 36.0 35.5	7.	7 11 2 13 6 13 2 13	3.0 3.5 3.1	4.8 5.1 4.0	21.1 22.6 22.1
Archer Armstrong. Atascosa Austin Balley. Bashera Bastrop Baylor Bee Bee	272	8. 4. 17. 6.	0 .00 1 .00 2 .00 8 .01 7 .00 5 .05	36 37 01 55 2	6.8 1.7 8.1	5.1 1.7 8.4	3. 16. 64.	8 18 7 7 27 21 31 147	,797 ,754 ,962	.0028 .0094 .0070 .0494	1,251	4,561 4,584 4,381 6,108	4,359 4,366 3,748	31.0	10.3 2 11.0 2 11.4 2 8.6 2	8.2 1 8.5 1 4.4 1 4.5 1	6.9 7.9 7.1	22,6 30.8 30.8 29.6 35.7	35.8 36.5 36.0 35.5	7. 7. 7. 9.	7 11 2 13 6 13 2 13	3.0 3.5 3.1 5.7	5.1 4.0 4.4	21.1 22.0 22.1

Rumber of Retail Outlets for these cities from Special Census of 1953. SM Standard ( $\spadesuit$ ) and Potential ( $\triangle$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.

# TEMPLE ... the third fastest-growing area in Texas



This table shows the only Texas markets ranked in the nation's top fifty Metropolitan Areas in percentage of gain in Retail Sales, 1950-1960.

RETAIL SALES GROWTH

AND TEMPLE IS THE 21st FASTEST-GROWING AREA IN THE NATION IN RETAIL SALES!

Sell This Vibrant Market By Scheduling The

> TEMPLE DAILY TELEGRAM

Represented by the Texas Daily Press League

# TO GET YOUR SHARE OF

have at least 5 markets on your list



# AND BE SURE ONE OF THEM IS THE WACO-TEMPLE Central Texas Market

BEST SERVED
BY KCEN-TV
5th Television
Market in
Texas...

ARB WACO-TEN	NPLE TO	UDIENCE SUMA	MARY
MONDAY THRU FRIDAY Sign-on to 9:00 A.M. 9:00 A.M. to 12:00 Noon	KCEN-TV 54.8 81.6	SATURDAY Sign-on to 6:00 P.M. 6:00 P.M. to 10:00 P.M. 10:00 P.M. to Midnight	S3.8 45.8 42.9
Sign-on to Noon	73.3	SUNDAY Sign-on to 6:00 P.M.	45.6
Noon to 3:00 P.M. 3:00 P.M. to 6:00 P.M.	\$6.8 58.3	6:00 P.M. to 10:00 P.M. 10:00 P.M. to Midnight	51.2 49.4
Noon to 6:00 P.M.	57.8	SUNDAY THRU SATURDAY	
- 00 PM to 10:00 P.M.	59.6 43.9	10:00 P.M. to Midnight	55.1
10:00 P.M. to Midnight	57.9	6:00 P.M. to Midnight	
SIGN-	ON TO	SIGN-OFF - 57.4	

## BUSINESS



*POPULATION . . 689,400

*FAMILIES . . . . 197,800

*Sales Management 1958 Survey of Buying Power

### KCEN-TV



Temple Office: 17 S. Third St. Ph. Prospect 3-6868. Waco Office: 506 Professional Building. Ph. Plaza 6-0332. TWX: Eddy, Texas, 2486.

National Representatives:
BLAIR TELEVISION ASSOCIATES, INC.

In the



ONE TV STATION DOMINATES A 3-COUNTY AREA WITH POWER, PROGRAMS, PROMOTION—AND RESULTS!



—the nearest CBS Station in TEXAS is in Dallas, 190 miles away.

**TEXARKANA** 

Represented By Venard, Rintoul & McConnell, Inc.

TEXAS		O		OPULAT	ION ES, 1/1/	58	EF BU	FECTIVI YING II	COME	_ (	SM ES	STIMAT	TES, 1	957		e "SM" e estima					
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	come B	reakdov	wn of I-	louseho	olds		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Held.	Per C. S. U.	\$0-2 % Halds.	%	\$2,500 % Halds.	-3,999 % Inc.	\$4,000 % Halds.	%	\$7,000 Holds.	-9,999 % inc.	\$10,000 % Halds.	%
Bexar	127	<b>820.0</b> 554.0	.3805	183.3 156.3	204.2 168.8	568.4	862,915 753,085		1,392 1,359		4,224 4,460	30.6 28.1	9.7	22.7 25.9	15.6 18.0	31.7 31.8	35.6 36.1	9.5 9.1	16.2 15.5		22.9 21.4
Blanco		3.8	.0022	1.1	1.1		4,078	.0013	1,073	3,707	3,444	34.9	14.6	36.0	32.9	23.6	35.2	3.5	7.8	2.0	9,5
Borden		1.1	.0006	.2	.2		1,488		1,353	7,440		10.8	2.3	26.5	12.5	34.5	26.8	15.5	18.2	13.0	
Bosque		9.2	.0064	2.8	3.0		10,590	.0036	1,151	3,652	3,419	42.2	17.9	27.4	25.1	23.9	36.0	4.3	9.9	2.2	11.1
Bowie	273	89.5				33.9	79,328		1,141		3,805	34.1	13.1	28.4	23.9	28.8	39.4	8.4	13.2	2.3	10.4
(Tex.)		51.2	.0298	16.4			65,908		2.000	**	0.000										
1△Texarkana		31.4 64.4	.0182	10.0	10.5	19.5	41,432 94,972		1,310	4,143 5,490	3,926 5,236	32.5 18.0	12.0	26.5	21.2	31.0 45.1	44.0	7.3	14.5	5.8	
Brazuria		9.5	.0055			10.0	18,702		1,969		6,033	10.0	2.4	16.7	8.5	47.8	40.0	17.1	21.7	8.4	
Brazos		46.1	.0269	12.4		30.1	64,665		1,403		3,636	40.3	14.3	20.0	15.5	27.1	34.3	8.0	15.4	4.8	
Bryan		28,1	.0164		100000		38,187		1,359		3,970	36.6	13.1	24.5	19.0	27.4	34.8	7.4	14.2	1	
Brewster		7.5	.0043	1.9	2.7	5.5	10,951	.0037	1,460	5,784	3,943	33.9	10.8	19.8	13.6	31.3	35.5	9.2	15.8	5.8	24.3
Briscon		3.6	.0021	.9	1.1		7,184		1,990		6,102	10.6	2.2	22.3	9.9	38.0	27.6	13.9	15.3	15.2	45.0
Brooks		11.4	.0088	3.0	3.0	8.3	13,344	.0045	1,171	4,448	4,394	28.4	9.5	26.4	19.2	31.6	37.5	9.8	17.5	3.8	16.3
Brown		28,1	.0164			22.1	37,576			4,270	-	35.1	12.9	25.9	20.8	28.7	37.5	7.1	14.0	3.2	
Brownwood		22.1	.0128	1			31,246			0.4000		34.7	12.6	25.7	20.2	28.9	37.2	7.3	14.3	3.4	
Burleson		10.3	.0000				9,827		954	3,389	3,081	50.4	23.6	26.2	26.8	17.8	29.7	3.6	9.1	2.0	
Burnet		9.3	.0054	2.7	3.0		10,978	.0036	1,180	4,065	3,613	34.9	13.7	27.7	23.7	29.1	40.6	8.2	13.0	2.1	9.0
Caldwell		16.8	.0007	4.8	4.6	8.7	18,261	.0082	1,087	3,970	3,942	40.0	14.9	24.5	19.9	25.3	33.6	8.3	12.7	3.9	18.9
Calhoun		11.1	.0065	3.2		6.8	16,193		1,459			26.7	8.2	26.3	17.4	32.2	34.9	8.7	14.3	6.1	
Castatian		7.7	.0045	2.2	2.3		8,920	.0030	1,158	4,055	3,746	36.3	13.9	26.3	22.0	28.5	38.7	6.1	12.6	2.8	12.8
Cameren	189	172.0	.1000	42.0	47.4	104.6	180,195	.0634	1,100	4,505	3,986	39.7	14.0	23.0	17.6	25.0	31.3	7.3	13.8	5.0	23.3
Harlingen-McAllen		111.6					181,198									1				1	
△Harlingen		36.0	.0210				46,412					35.2	11.7	24.0	17.3	27.3	33.2	7.9	14.1	5.6	
△Browneville		44.8	.0260	1			48,968					38.3	13.6	24.3	18.6	25.4	33.0	7.3	13.9	4.7	
San Benito		16.6	.0097	4.3 2.3		2.8	18,498 7,226		1,114		3,964	40.7 50.0	14.7	24.4	19.1	19.0	30.1	3.0	12.5	1.7	
Camp		6.3	.0037	1.8			11,787					11.9	2.8	20.9	10.7	44.6	37.4	12.7		9.9	
Ont som		0.5												20.0		44.0	51.4	12.1	10.1		00.0
Cass		22.1	.0129	1		3.1	19,376	1				46.6	21.5	27.7	27.7	20.2	33.1	3.9	9.7	1.6	8.0
Castre		7.8	.0032				12,833 11,086	1	-			14.3	9.0	15.0	12.7	32.0	18.8	15.0	13.2	8.5	
		35.5	.0207	9.4	9.0	14.1	35,384	.0119	997	3,784	3,553	43.1	17.6	26.6	23.7	22.1	99.0		11 4		18.4
Cherokee		10.2	.0059	3.1		14.1	14,801			-80			12.2	25.1	18.7	28.9	32.0	6.9	11.1	5.3	
Childress		10.0	.0058	1		7.0	14,791					28.4	8.2				38.5	7.6	12.8	5.6	
Children		7.0	.0041	3.2			11,100					26.3	8.1	24.4		1	39.7	7.7	12.8	5.5	
Clay		7.7				2.2			1,300				10.2		20.4		40.5	7.8			14.9

1 Texarkana is in Bowie (Tex.) and Miller (Ark.) counties. SM Standard (Δ) and Potential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 13. O 5M, 1958.

# © CBS **E** GREAT WEST

KENS-TV continues as leader with top-rated CBS shows and a program department on the go and in the know, combining the highest rated film shows with the CBS network dominance to assure Channel 5 the lion's share in South Texas TV viewing. The 50,000-watt voice of KENS Radio booms its message into the vast South Texas area. Combining San Antonio's most complete news staff with popular DJ's and the best of CBS, KENS has made 680-tuning a habit in the great South Texas area.



In San Antonio

# To Sell the Woman

THOSE WHO KNOW RELY ON

SAN ANTONIO

San Antonio Express



- RETAIL GROCERY ADVERTISING
- RETAIL WOMEN'S WEAR ADVERTISING
- RETAIL DEPARTMENT STORE, MAIN STORE, WOMEN'S WEAR ADVERTISING.

* INDIVIDUAL DAILY EVENING NEWS VS. THE OTHER EVENING PAPER, MEDIA RECORDS, YEAR 1957



## TEXAS HARTE-HANKS NEWSPAPERS

CHICAGO - 400 N. Michigan Avenue

HEADQUARTERS - National Bldg., Dallas 1, Texas

NEW YORK - 52 Vanderbilt Avenue

TEXAS		C		PULAT		58	EFI BU	FECTIVI	COMI	_ 6	<b>M</b> E	STIMAT	TES, 1	957		e "SM" e estima					
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	tome B	reakdov	wn of t	louseho	ida		
(continued)	tan Area	(thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Halds.	% Inc.	\$2,800 % Halds.	%	\$4,000 % Halds.	% Inc.	\$7,000 % Helds.	%	\$10,00 % Haida	%
Cochran		7.8	.0045	1.8	2.2		13,166	.0044	1,688	7,314	5,792	11.6	2.8	15.1	7.3	45.1	36.2	15.9	18.9	11.3	35.0
Cake		4.1	.0024	1.2	1.3		6,606	.0022	1,611	5,505	5,054	20.0	5.6	23.4	14.2	38.9	38.6	11.0	18.5	8.7	25.1
Coleman		11.4	.0066	3.4	3.4	4.9	13,629	.0046	1,196	4,009	3,933	34.4	12.8	29.6	23.9	26.9	35.6	6.7	11.4	3.4	16.3
Cellin		43.8	.0254	13.2	13.6	13.9	49,426	.0165	1,134	3,744	3,633	38.0	15.3	29.2	25.5	24.9	35.5	5.4	11.6	2.5	12.1
McKinney		13.9	.0080	4.5	4.7		18,619	.0063	1,339	4,138	3,939	32.2	11.8	29.1	23.3	29.0	37.9	6.7	13.2	3.0	13.8
Collingsworth		7.9	.0046	2.1	2.3	3.2	10,890	.0037	1,378	5,186	4,585	29.3	8.9	26.2	17.3	28.7	30.9	8.9	14.5	6.9	28.4
Colorado,		16.7	.0097	4.9	5.0	5.4	21,646	.0073	1,290	4,418	4,279	36.2	12.3	25.0	18.5	26.8	32.2	6.8	12.4	5.4	24.6
Gornal		21.3	.0124	6.0	6.3	17.2	27,426	.0092	1,200	4,571	4,340	28.7	8.9	29.2	21.1	32.7	38.6	7.1	12.6	4.3	18.8
New Braunfels		17.2	.0100	5.0	5.1		22,523	.0075	1,309	4,505	4,372	27.0	9.0	29.1	21.1	32.6	38.5	7.0	12.6	4.3	18.8
Comanche		12.1	.0070	3.6	4.0	3.1	14,363	.0048	1,187	3,990	3,560	38.6	15.4	27.5	23.9	25.3	35.9	6.1	13.1	2.5	11.7
Cancho		4.4	.0026	1.3	1.3		6,007	.0020	1,365	4,621	4,537	34.5	11.1	27.3	19.2	24.6	28.2	6.9	12.0	6.7	29.5
Geoke		25.2	.0146	7.4	8.0	14.2	31,881	.0107	1,266	4,308	3,974	34.0	12.2	26.8	21.1	28.4	36.3	7.2	13.8	3.6	15.6
Gainesville		14.2	.0083	4.7	4.9		21,439	.0072	1,510	4,561	4,294	30.6	10.2	26.5	19.2	30.3	36.1	8.1	14.6	4.5	19.9
Coryell		13.8	.0080	4.2	4.3	3.3	15,634	.0052				38.7	15.7	28.6	25.3	25.2	36.3	5.1	11.1	2.4	11.6
Cottle		5.1	,0030	1.4	1.6	2.6	9,165	.0031	1,797	6,546	5,703	21.6	5.1	25.2	13.2	30.2	25.6	10.6	13.6	12.4	42.5
Crane		5.5	.0032	1.6	1.6		10,773	.0036	1,959	6,733	8,432	6.4	1.4	9.2	4.5	55.1	43.9	21.3	25.7	8.0	24.5
Crockett		4.9	.0028	1.2	1.5	3.7	7,979	.0027		6,649		21.2	5.3	16.4	9.0	40.8	36.3	12.0	16.2	9.6	33.2
Crosby		9.0	.0063	2.5	2.6		13,704	.0048	1,523	5,482	5,227	28.5	7.8	25.1	15.1	28.3	27.6	8.6	12.7	9.5	38.8
Culberson		1.7	.0010	.5	.8		2,083	.0007	1,225	4,166	4,125	28.0	10.0	27.4	21.2	33.8	42.7	8.4	16.1	2.4	10.0
Dallam		7.8	.0045	2.4			14,261	.0047	1,828	5,942	5,575	18.7	4.8	23.6	13.1	37.8	34.3	10.6	14.5	9.3	33.3
Dallas	35	853.0	.4959		297.8	841.7		.5597	1,957		5,605	18.0	3.9	21.0	11.2	39.3	34.1	14.2	18.6	9.5	32.2
▲ Dallas		645.0	.3750				1,278,456	.4286		6,191	5,418	15.9	4.0	21.4	11.8	40.1	36.0	14.2	19.2	8.4	29.0
University Park		26.6	.0155	8.5	10.7		89,665	.0301	3,371	10,549	8,322	12.9	1.9	10.9	3.6	28.8	15.2	20.0	16.1	27.4	63.2
Highland Park		13.6	.0079	5.0			56,670	.0190		11,334		16.3	2.2	13.3	3.9	23.3	11.0	13.9	9.9	33.2	73.0
Grand Prairie		34.1	.0198		10.2		54,291	.0182		5,484		16.6	4.5	23.1	13.9	41.3	40.2	12.8	18.8	6.2	22.6
Garland		28.2	.0164	8.0			45,116	.0151	-6			16.7	4.5	21.7	12.7	41.7	39.7	13.2	18.9	6.7	24.2
Irving		40.1	.0233	13.1	13.6		74,168	.0249	1,850	5,662	5,422	20.0	8.5	22.7	13.2	36.0	33.9	12.2	17.5	8.2	29.9
Dawson	4	22.7	.0132	6.1	6.5			.0128		6,222		20.6	5.0	24.1	12.8	34.1	29.5	9.8	12.9	11.4	39.8
Lameea		14.0	.0082	2.7	4.3		24,420	.0082	1,744	9,044	5,572	10.0	2.0	19.6	8.8	40.3	29.2	14.9	16.3	15.2	43.7

SM Standard (A) and Potential (A) Metropolitan County Areas.

O SM, 1958.

Before using these figures read foreword, page 13.

# Business is

Dallas' retail sales increased 6.7% in 1957...food sales gained 11.5%...auto sales 15.5%...gasoline station sales 19.3%! Dallas' retail sales per household were highest of any major metropolitan city in the Southwest!

Last year's performance is history... Dallas is TODAY'S bright spot... the outlook's brighter:
... today's employment and payrolls are at all-time highs!
... a tremendous backlog of defense contracts!
... greatest volume of commercial construction ever!
... best prospects in five years for farmers and ranchers!
... a \$345,000,000 road-building program!

For greater response from bright-spot

Dallas - and the surrounding market that's

accountable for 36% of Dallas' retail

sales - concentrate your advertising in

The Dallas News! The business is

here -- come and get it!

Source: Sales Management, May 10, 1958

# brighter in DALLAS!

#### DALLAS' 72-COUNTY MARKET

 Population
 3,503,300

 Buying facome
 \$5,397,851,000

 Retail Sales
 \$4,148,593,000

ONLY The News COVERS the larger Dallas Market that makes Dallas' business BIGGER than Dallas!

S. M., May 10, 1958

# THE DALLAS MORNING NEWS

Member, Metro Sunday Comics Network

CIRCULATION: Over 203,000 families daily, 213,000 Sunday

CRESMER & WOODWARD, INC. National Representative

New York - Chicago - Detroit - Atlanta

Los Angeles . San Francisco

# it's great to have

# 100 GRAND!



# the fabulous southwest—

- 24 Counties of southern New Mexico and West Texas.
- \$724,000,000.00 annual Retail Sales.
- Effective Buying Income over ONE BIL-LION DOLLARS.

# The El Paso Times and El Paso Herald Post

average circulation totals

# 100,509 DAILY*

reaching 400,000 readers

*from ABC 4th qtr. 1957 interim statements

two separate newspapers-record high circulation

# one low rate-buys both!

75740		0	M P	OPULAT STIMAT	ION ES, 1/1/	58	EF BU	FECTIVI	E NCOME	_ (	SM) ES	TIMA	TES, 1	957	Th	e "SM" e estima	symb	SALES	rk orig	pinal, e AGEMI	xelu- ENT.
COUNTIES	tro- poli-			House-	Con- sumer	Urban					Income			Inc	rome B	reakdov	vn of H	lousoha	lds		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	(thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Not Dollars (000)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2 Walda	2,499 % . Inc.	\$2,500 Helds.	%	\$4,000 % Halda.		\$7,000 % Halds.	407	\$10,00 % Helds	%
Deaf Smith		11.7	.0088	3.3	3.5	6.9	20,374	.0068	1,741	6,174	5,713	21.7	5.4	22.5	12.1	35.4	31.1	9.2	12.1	11.2	39.3
Hereford		6.9	.0040	1.8	2.3		13,284	.0045	1,925	7,380	5,662	24.4	3.3	18.9	9.1	42.5	33.6	11.4	13.7	12.8	40.4
Delta		8.1	.0036	1.8	1.9		6,595	.0022	1,001	3,684	3,394	41.2	17.5	28.0	25.9	24.2	38.6	4.6	10.5	2.0	9.5
Denton		45.5	.0264	12.5	18.8	29.8	66,823	.0224	1,489	5,346	3,543	40.4	14.5	19.3	15.2	28.2	38.1	7.8	15.1	4.3	19.1
Denton		29.8	.0173	7.8	15.0		52,574	.0176	1,764	7,010	3,500	38.6	12.5	12.9	9.2	33.5	37.5	10.3	17.0	5.7	22.9
De Witt		21.2	.0124	6.2	6.5	11.4	24,415	.0082	1,182	3,938	3,712	39.3	15.3	26.0	22.0	25.7	35.6	6.0	12.6	3.0	14.5
Dickens		6.2	.0036	1.7	2.0		10,678	.0036	1,722	6,280	5,188	19.2	4.9	22.8	12.8	38.2	34.7	10.4	14.2	9.4	33.4
Dimmit		11.9	.0009	2.4	3.1	4.9	8,888	.0029	747	3,703	2,822	58.6	28.4	22.8	24.8	15.9	28.3	3.0	8.1	1.9	10.4
Donley		5.3	.0031	1.5	1.6	2.3	7,788	.0028			4,800	28,1	8.3	26.3	16.9	29.7	31.2	8.8	13.6	7.4	30.0
Doval		13.9	.0081	3.2	3.3	6.2	14,021	.0047	1,000	4,382	4,177	35.9	12.4	21.4	16.1	30.5	37.6	8.0	14.9	4.2	10.0
Eastland		19.9	.0115	6.5	,8.7	10.9	27,030	.0001	1,388			33.0	12.0	25.8	29.3	31.0	39.9	7.2	14.1	3.0	13.7
Ector	247	80.1	.0488	23.5	25.3	73.6	155,886	,0823				10.0	2.3	15.2	7.6	48.0	39.2	17.7	21.8	9.1	29.1
△Odessa		73.6	.0428	23.5	24.7		152,473		2,072			10.4	2.4	15.7	7.8	47.7	39.4	17.3	21.6	8.9	28.8
Edwards		3.4	.0020	.8	1.0		3,658	.0012	1,076	4,573	3,347	40.1	19.7	24.5	21.8	17.1	24.4	4.8	9.7	4.8	24.7
Ellis		43.0	.0250	12.5	13.3	20.1	52,830	.0177			3,956	34.9	12.7	28.7	21.2	27.8	35.8	7.0	13.7	3.6	16.6
Waxahachie	7	14.8	.0086	4.6	5.3		21,529		1,455			31.6	11.0	26.0	19.6	30.5	37.5	8.1	15.1	8.8	16.8
El Paso	45	295.7	.1719	71.6	97.0	277.3	400,189	.1543	4.4.		4,742	21.3	5.7	7000	11.7	37.0	34.9	13.4	19.2	8.0	28.5
▲El Paso		263.0	. 1529	71.1	82.2		392,796	.1317	1,494		4,777	25.7	7.4	22.5	14.1	33.3	33.9	11.6	17.9	5.9	26.7
Erath		15.4	.0090	4.8	5.6	10.7	18,226	.0061	1,184		3,224	44.2	19.4	26.7	25.6	22.5	35.0	4.7	11.1	1.9	8.9
Stephenville		8.0	.0047	2.7	3.3		10,972	.0037	1,372	4,064	3,278	44.8	19.0	24.3	23.4	23.2	35.0	5.4	12.3	3.3	11.3
Falls		22.8	.0132	8.8	6.8	8.1	22,567	.0076	990	3,472	3,304	48.4	21.3	26.3	25.2		28.8	4.2	10.0	2.7	14.7
Marlin		8.1	.0047	2.6	2.6	- 1	9,717	.0033	100000	8,737	3,634	43.1	17.3	26.4	23.1	22.0	31.5	5.2	11.3	3.3	16.8
Fannin		23.8	.0139	7.3	7.4	5.6	23,451	.0078	985	3,212		47.0	21.8	28.6	28.9	19.1	31.8	3.8	0.1	1.7	8.8
Fayette		19.4	.0112	5.7	8.2	2.2	20,155	.0068	1,039	3,536	3,249	46.6	20.7	27.8	26.9	19.5	30.8	3.6	8.5	2.8	13.1
Flaher		8.0	.0053	2.4	2.8	2.6	11,781	.0040		4,909		26.0	8.1		17.0		36.2		17.0		20.8
Floyd		10.0	.0056	2.8	2.8	3.2	18,027	.0053		5,724		22.2	8.8		14.4		29.2	11.7	18.4	9.3	34.2
Fourd		3.8	.0022	1.1	1.1		8,479	.0019	1,442	4,981	4,711	32.4	9.9	27.9	18.4	24.4	26.4	7.8	12.4	7.8	32.9

SM Standard (A) and Potential (A) Metropolitan County Areas.

O SM, 1958.

Before using these figures read foreword, page 13.

# NOW...it's METROPOLITAN LONGVIEW Texas

The rich, diversified Longview-Gregg County market sets the pace in industrial East Texas!

Retail sales per household 15.2% ABOVE NATIONAL AVERAGE

SM. May 10, 1958

Thoroughly covered by East Texas' most influential newspapers...

# Congriew Morning Journal The Longview Daily News The Longview Sunday News-Journal

CARL L. ESTES. Publisher

Represented Nationally by TEXAS DAILY PRESS LEAGUE, Inc.

TEXAS		0		PULAT		88	EF BU	FECTIV	E NCOME	_ (	SM ES	TIMAT	TES, 1	967				ols ma SALES			
COUNTIES	Me- tro- pail-			House-	Con- sumer	Urban					Incomo			Inc	ome B	reakdos	on of h	iouseho	lds		
(continued)	Area	(thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	0.S.A.	Per Capita	Per Haid.	Per C. S. U.	\$0-2 % Halda.	%	\$2,500 Halds.	ENF.	\$4,000 % Halds.	-6,909 % Inc.	\$7,000 % Hsids.	-9,999 % Inc.	\$10,000 % Halds.	%
Fort Bend		33.9	.0197	8.4	9.3	10.5	38,718	.0129	1,142	4,809	4,120	33.2	11.3	24.9	18.6	29.6	35.9	7.8	14.4	4.5	19.8
Rosenberg		10.5	.0061	3.3	3.5		14,623	.0049	1,393	4,431	4,150	32.1	11.1	25.3	19.1	31.2	38.4	7.4	13.7	4.0	17.7
Franklin		4.5	.0026	1.3	1.3	.3	4,073	.0014	905	3,133	3,128	49.5	23.3	25.9	26.6	19.7	33.0	3.2	8.2	1.7	8.9
Freestone		12.2	.0071	3.5	3.5	2.3	11,971	.0040	981	3,420	3,358	47.3	20.7	24.5	23.3	20.6	32.0	5.3	12.4	2.3	11.6
Frio		11.5	,0067	2.7	2.8	5.1	10,754	.0036	935	3,983	3,811	46.8	17.8	24.8	20.6	17.8	23.8	5.7	11.7	5.1	26.1
Gaines		9.0	.0062	2.4	2.6	3.6	14,141	.0048	1,571	5,892	5,200	16.5	4.4	16.9	9.8	45.8	42.9	14.3	20.2	6.5	22.9
Galveston	55	125.0	.0727	37.0	41.8	121.5	211,526	.0709	1,092	5,717	5,054	19.0	5.3	21.6	12.8	40.2	39.1	12.5	18.4	8.7	24.5
▲Galveston		73.0	.0424	22.2	26.3		130,631	.0438	1,789	5,884	4,966	19.8	5.4	22.3	13.1	38.4	37.1	12.3	17.9	7.3	26.5
Texas City		31.7	.0184	9.6	10.2		53.826	.0180	1,698	5,607	5,280	16.1	4.4	19.6	11.5	44.8	43.1	13.6	19.8	5.9	21.2
Garza		7.2	.0042	1.8	2.0	3.8	11,127	.0037	1,645	6,182	5,365	18.9	4.8	24.5	13.5	34.2	30.9	13.0	17.7	9.4	33.1
Gillespie		9.9	.0057	3.1	3.1	3.8	11,899	.0040	1,202	3,838	3,785	38.4	13.7	31.9	28.9	24.4	33.6	5.3	11.1	3.0	14.7
Glasscock		.9	.0006	.2	.2		1,619	.0006	1,790	8,005	5,451	10.0	2.3	16.5	8.1	47.0	37.8	16.0	19.5	10.5	32.3
Gollad		8.0	.0029	1.3	1.3		5,261	.0017	1,052	4,047	3,977	42.0	15.5	27.2	21.8	19.5	25.6	6.2	12.2	5.1	24.0
Genzales		20.6	.0120	5.4	5.8	6.4	19,623	.0066	953	3.634	3,334	46.1	19.9	26.8	25.2	20.5	31.5	3.9	9.1	2.7	14.3
Gonzales		6.4	.0038	1.7	1.8		6,955	.0023	1,087	4,091	3,690	39.8	15.3	27.1	22.8	23.9	32.8	5.7	11.8	3.5	17.3
Gray		29.8	.0173	9.2	9.3	23.5	84,220	.0182	1,819	5,893	5,819	16.5	4.2	18.7	10.2	44.1	39.4	12.2	16.5	8.5	20.7
Pampa		23.5	.0136	7.5	7.5		44,394	.0149	1,889	5,919	5,852	16.6	4.2	18.8	10.2	43.7	38.9	12.2	16.4	8.7	30.3
Grayson		80.1	.0488	24.9	27.5	52.4	108,219	.0363	1,351	4,346	3,833	31.8	11.5	26.8	21.0	30.9	39.6	7.5	14.5	3.0	13.4
Sherman		27.7	.0161	9.3	10.0		41,803	.0140	1,800	4,495	4,144	28.9	9.9	26.5	19.9	33.2	40.6	8.0	14.8	3.4	14.8
Denison		24.7	.0144	8.4	8.5		34,930	.0117	1,414	4,158	4,108	31.4	11.3	27.7	21.5	29.9	38.0	7.9	15.2	3.1	14.1
Gregg	231	71.5	.0416	21.6	23.4	84.0	113,933	.0382	1,593	5,275	4,864	23.5	6.9	22.1	13.9	37.8	30.1	10.6	16.6	6.0	23.5
△Longview		42.8	.0249	13.6	14.2		69,045	.0232	1,613	5,077	4,831	25.4	7.6	22.7	14.7	36.0	38.1	10.0	16.0	5.9	23.6
2Kilgore		16.6	.0096	5.8	6.1		30,356	.0102	1,829	5,234	4,928	23.3	8.8	21.3	13.4	38.9	40.1	10.7	16.7	5.8	23.0
3Gladewater		6.2	.0036	1.8	2.2		11,468	.0038	1,850	6,371	5,117	14.0	3.6	22.2	12.3	42.2	38.3	13.9	19.1	7.7	26.7
Grimes		11.5	.0067	3.4	3.4	4.0	10,815	.0036	940	3,181	3,163	51.1	23.8	28.3	26.6	17.2	28.5	3.0	7.6	2.4	13.5
Guadalupe		26.5	.0154	7.3	7.7	13.7	28,933	.0097	1,092	3,961	3,756	36.0	13.9	28.8	24.0	28.3	36.1	6.1	12.7	2.8	13.3
Seguin		13.7	.0080	4.0	4.3		16,843	.0057	1,229	4,211	8,847	35.2	18.1	27.2	21.9	27.8	36.6	6.4	12.7	3.4	15.7
Halo		35.4	.0208	10.0	10.6	21.2	61,561	.0206	1,739	6,186	5,785	20.5	5.1	23.4	12.5	33.7	29.4	11.7	15.5	10.7	37.5
Plainview		21.2	.0123	6.3	7.1		41,093	.0137	1.938	6, 521	5,723	1.87	4.5	22.3	11.6	35.3	29.9	12.5	16.0	11.2	38.0

² Kilgore is in Gregg and Rusk counties. 3 Gladewater is in Gregg and Upshur counties.



There's no recession talk in the Magic Valley...we're...

UP!

Population UP to 417,100

Effective Buying Income UP to \$416,571,000

Food Sales UP to \$66,077,000

Retail Sales UP to \$260,414,000

Sales Management Survey of Buying Power for 1957 for FOUR COUNTY METROPOLITAN AREA INCLUDING CAMERON, HIDALGO, STARR AND WILLACY COUNTIES IN TEXAS.

McALLEN

Entire Area Reached Effectively By These Valley City Radio and Television Stations!

# LOWER RIO GRANDE VALLEY of TEXAS

KGBT & TV

HARLINGEN

Radio CBS 50 KW TV CBS 100 KW Channel 4. **KBOR** 

BROWNSVILLE ABCN 1 KW KRIO

McALLEN MBS 1 KW

XEO - XEOR

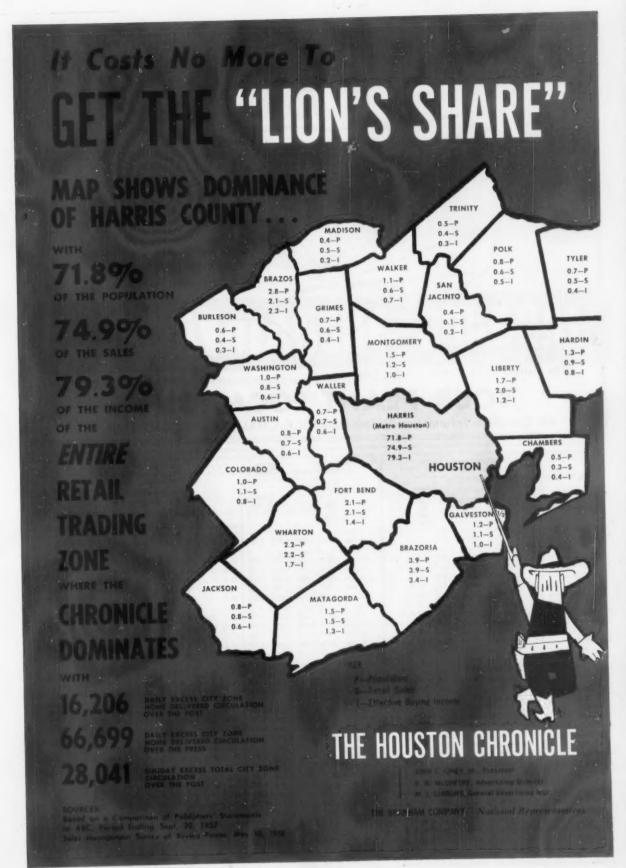
BROWNSVILLE

Spanish Language 19 HRS. DAILY KRGV & TV

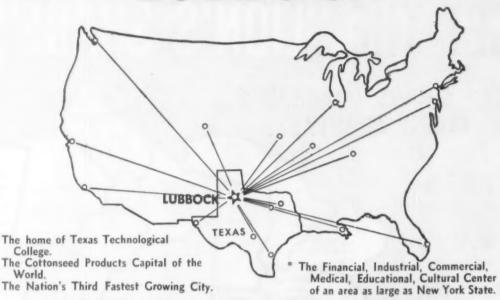
WESLACO

RADIO NBC 5 KW DAY & NITE TV NBC—100 KW VIDEO—50 KW AUDIO—791 F. TOWER—CH. 5

TEXAS		0		PULAT	ION ES, 1/1/	58	EF BU	FECTIVI	COME	_ (	SM) ES	TIMA	TES, 1	957						ginal, e AGEM	
COUNTIES	tro- poli-			House-	Con- sumer	Urban					Income		,	ln	tome B	Ireakdo	wn of t	louseho	eblo		
(continued)	Area	Total (thou- sands)	of U.S.A.	(thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Halda	%,499 %, Inc.	\$2,500 % Haida	% Inc.	\$4,000 % Heids	%, Inc.	\$7,000 % Halda	0-9,999 % . Inc.	\$10,00 % Halda	0&over
Hall		10.2	.0069	2.8	2.8	3.7	14,405	.0049	1,412	5,145	5,016	30.1	8.7	25.6	18.2	27.4	28.3	8.6	13.5	8.3	33.3
Hamilton		9.1	.0053	2.8	3.0	2.6	10,177	.0034	1,118	3,635	3,341	43.8	18.9	29.3	27.5	20.0	30.7	4.4	10.2	2.5	12.7
Hansford		4.8	.0028	1.2	1.3		9,673	.0032	2,018	8,061	7,224	12.7	2.4	17.5	7.2	38.0	25.6	13.9	14.2	17.9	50.6
Hardeman		9.5	.0055	3.0	3.1	4.5	14,132	.0048	1,488	4,711	4,492	31.1	10.0	25.1	17.8	29.9	34.1	8.3	14.4	5.8	23.9
Hardin		20.8	.0121	5.7	6.0	3.4	23,303	.0078	1,120	4,088	3,827	32.8	12.3	25.2	20.6	32.9	44.0	7.0	14.2	2.1	8.9
Harris	64	1,180.3	.0063	352.9	398.8	1,167.1	2,200,126	.7376	1,884	6,234	5,517	15.9	4.0	20.2	10.8	40.8	38.2	14.5	19.5	8.6	29.5
▲Houston		910.0	.5291	283.4	321.1		1,744,006	.5848	1,916	6,154	5,430	16.5	4.2	20.8	11.4	40.2	36.2	14.1	19.1	8.4	29.1
Baytowa		28.5	.0166	8.9	9.1		53,098	.0178	1,863	5,966	5,817	15.0	3.7	16.2	8.9	44.8	39.8	16.5	22.1	7.5	25.5
Pasadena		56.0	.0325	16.2	16.6		93,794	.0314	1,675	5,790	5,631	14.1	3.6	17.8	10.0	46.5	42.6	14.9	20.7	6.7	23.1
Bellaire		22.1	.0129	6.6	6.6		44,486	.0149	2,013	6,740	6,679	14.7	3.2	15.7	7.5	38.8	30.3	19.3	22.7	11.5	36.3
West University																					
Place		16.0	.0093	4.7	5.0		43,229	.0145	2,702	9,198	8,500	10.0	1.6	11.2	4.0	33.7	19.6	23.4	20.6	21.7	54.2
Harrison		50.3	.0292	13.5	14.7	27.8	53,068	.0178	1,055	3,931	3,802	40.0	15.9	25.5	22.1	25.9	36.6	6.6	12.8	2.6	12.6
Marshall		27.8	.0162	8.5	9.7		35,948	.0121	1,293	4,229	3,705	37.5	14.3	25.0	20.6	27.7	37.4	6.8	13.9	3.0	13.8
Hartley		1.6	.0009	.5		.4	3,503	.0012			6,754	21.8	4.6	21.2	9.6	28.8	21.5	11.8	13.3	16.4	51.0
Haskell		12.5	.0073	3.4			17,135	.0068			4,880	28.5	8.5	26.8	17.4	28.5	30.1	8.9	14.2	7.3	29.8
Hays		20.9	.0122	5.1	6.8	15.1	24,411	.0082			3,544	43.2	16.2	23.0	18.9	22.9	30.6	6.5	13.0	4.4	21.3
San Marcos		18.1	.0087	3.5	5.0		16,474	.0055		4,707	3,293	47.0	19.0	21.2	18.7	21.7	31.1	6.3	13.6	3.8	17.6
Hemphill		4.2	.0024	1.2		2.8	6,232	.0021	1,484		5,022	22.8	6.6	22.7	14.3	38.7	37.8	11.8	18.3	6.0	23.2
Henderson		18.2	.0106	5.3		5.4	18,187	.0060	990	3,432	3,278	45.7	20.3	26.4	25.6	21.4	33.8	4.8	11.0	1.9	9,3
Athens		5.4	.0032	1.8			6,802	.0023	1,260		3,762	40.4	15.8	27.0	23.0	22.8	31.7	6.7	14.1	3.1	15.4
Hidalgo	189	203,1	.1181	46.8		124.3	189,212	.0636	932		3,622	47.3	18.6	22.8	19.2	20.0	27.9	5.9	12.5	4.3	21.8
△McAllen		30.7	.0178	8.1	8.6		35,814	.0120	1,167	4,421	4,147	39.6	13.7	34.2	18.2	23.4	28.8	7.3	13.6	5.5	25.7
Edinburg		17.2	.0100	4.0			17,369	.00\$8			3,826	40.9	18.1	23.0	10.1	34.1	31.5	6.7	13.2	4.4	21.1
Weslaco		14.6	,0088	4.0	4.1		14,759	.0050	1,011		3,599	48.8	19.6	23.0	20.4	19.1	27.6	8.8	12.6	3.8	19.8
Mercedes		13.1	.0076	3.4	3.4		12,455	.0042	961	3,663	3,574	49.0	20.1	23.0	20.5	18.6	27.0	5.6	12.4	3.8	20.0
Mission		14.8	.0006	3.5	3.5		12,881	.0043	870	3,000	3,637	47.8	19.3	33.4	20.6	19.8	28.4	5.1	11.1	3.9	20.6
Harlingen-McAllen																					
HIII		26,3	.0153	8.1	8.5	8.6	32,973	.0110			3,888	36.4	13.7	28.0	22.8	26.1	34.8	6.0	12.1	3.5	16.8
Hilleboro		8.6	.0080	3.0			12,017		1,307		8,907	34.9	13.0	28.2	23.0	27.5	36.6	6.2	12.5	3.2	14.9
Hockley		22.3	.0129	8.0	6.3	12.2	37,450	.0126		6,243	5,906	13.8	3.3	19.9	10.5	42.4	38.4	14.8	19.2	9.1	30.6
Levelland		13.2	.0071	3.5	3.8	- 1	22,684	.0076	1,859	6,481	5,958	12.1	2.0	19.3	9.8	43.3	36.2	15.9	20.2	9.4	30.9



# MAKE LUBBOCK TEXAS



# YOUR PLANT LOCATION

For Complete Information Write: LUBBOCK CHAMBER OF COMMERCE

TEVAS		J		PULAT		58	EF BU	FECTIV	E NCOME	_ (	M ES	AMIT	TES, 1	957		e "SM" e estima					
COUNTIES	Mo- tro- poli-		~	House-	Con- sumer	Urban					Income			Inc	tome B	reakdov	wn of H	louseho	ids		
(continued)	Area	(theu- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	0/ U.S.A.	Per Capita	Per Haid.	Per C. S. U.	\$0-2 % Halda	2,490 % . Ine.	\$2,500 % Halds.	-3,999 % Inc.	\$4,000 % Halds.	%	\$7,000 % Halds.	01	\$10,00 % Hslds	07
Hood		4.4	.0026	1.3	1.4		5,449	.0018	1,238	4,192	3,735	35.0	13.3	26.3	21.6	20.8	40.2	6.2	12.7	2.7	12.2
Hopkins		19.9	.0116	8.0	6.2	10.1	22,245	.0075	1.118	3,708	3,567	41.7	17.0	28.4	25.4	21.8	31.6	5.2	11.3	2.9	14.7
Sulphur Springs		10.1	.0059	3.1	3.5		13,343	.0045	1.321	4.304	3,755	87.0	13.8	28.2	22.8	34.7	32.9	6.5	13.1	3.6	17.
Houston		18.2	.0105	5.1	5.4	4.7	16,770	.0056		3,288	3,080	80.4	23.8	25.8	28.3	18.0	30.2	4.4	11.1	1.7	8.0
Howard		33.9	.0197	9.4	10.4	27.5	58,644	.0197			5,605	15.5	3.8	19.9	10.7	41.6	36.6	14.3	19.0	8.7	29.1
Big Spring		27.5	.0160	8.3	9.0		80,410	.0169	1,833		5,595	16.5	4.2	20.3	11.1	40.7	36.4	14.0	18.9	8.5	29.4
Hudspeth		4.6	.0027	1.0	1.4		4,471	.0015	972	4,471	3,153	47.7	20.4	24.0	22.4	20.3	30.9	6.1	11.7	2.9	14.1
Hunt		40.8	.0237	12.5	13.6	25.4	49,468	.0166	1,212	3,957	3,627	39.8	15.7	26.6	22.9	25.0	35.1	5.7	12.0	2.9	14.3
Greenville		19.5	.0113	6.5	6.6		25,582	.0086	1,312	3,936	3,820	37.3	14.2	27.6	22.9	26.2	35.5	5.7	11.8	3.2	15.0
Hutchinson		37.2	.0217	10.6	11.8	27.1	70,338	.0235	1,891	6,636	5,954	10.0	2.4	11.8	6.2	52.3	44.2	18.6	23.7	7.3	23.8
Borger		24.5	.0143	7.5	8.3		48,883	.0163	1,995	6,518	5,858	10.0	2.4	13.1	6.9	51.7	44.1	18.0	23.2	7.2	23.4
rion		1.6	.0009	.4			1,882	.0007		4,705	4,428	29.8	9.7	31.1	22.0	25.8	29.6	7.3	12.6	6.0	26.1
lack		6.1	.0035	1.9			8,808	.0029	26.000		4,328	29.5	9.7	28.4	18.4	32.0	37.6	8.7	15.5	4.4	18.
Jackson		13.2	.0077	3.6	3.7	4.0	17,150	.0068	1,299	4,764	4,538	27.7	8.8	24.3	16.8	34.1	38.6	9.0	15.3	4.9	20.5
Jasper		20.7	.0121	⊪.3		4.6	19,949	.0067	984	~ * * * * *	3,692	30.1	15.8	28.5	25.1	24.6	35.4	5.3	11.4	2.5	12.3
leff Davis		2.2	.0012	.5			3,130	.0010			4,196	30.2	8.8	23.0	14.7	29.8	30.9	9.0	14.1	8.0	31.5
lefferson,	15	235.1	.1367	68.8		211.8	407,158	.1365			5,376	18.4	4.3	17.9	10.1	44.6	41.2	14.1	19.7	7.0	24.7
▲Beaumont		115.1	.0669	34.9	37.6		200,636	.0673			5,326	18.7	5.0	20.1	11.5	40.8	38.5	13.2	18.9	7.2	26.1
▲Port Arthur		63.9	.0372	19.3			113,504	.0381			5,351	15.5	4.1	16.4	9.3	47.2	43.9	14.5	20.4	6.4	22.3
Jim Hogy		4.8	.0028	1.1	1.1	3.8	4,840	.0017			4,078	38.5	12.8	25.0	19.0	26.4	32.9	7.6	14.4	4.5	20.8
Jim Wells		33.8	.0197	8.1	8.6	23.3	41,374	.0138			4,780	28.9	8.8	22.7	14.8	31.6	33.5	10.2	16.4	6.6	26.7
Alice		21.2	.0123	5.4		17.0	26,701	.0089		CASE	4,846	28.5	8.6	23.5	15.5	31.5	33.7	10.1	16.3	6.4	25.9
Johnson		35.4	.0206	11.1		17.9	45,689	.0153			4,083	32.2	11.6	28.2	20.4	31.4	40.2	7.2	14.0	3.0	13.8
Cleburne		17.9	.0104	5.9		** 0	25,590	.0086			4,269	29.5	10.1	25.1	18.7	34.1	41.5	7.9	14.7	3.4	15.0
Jones		20.4	.0118	6.2		11.2	29,827	.0100	0.000		4,740	28.8	8.8		17.6	29.7	32.6	9.1	15.1	8.2	25.8
Karnes		15.9	.0093	3.9		6.4	17,347	.0069			4,014	38.2	13.5	23.3	17.8		33.0	7.6	14.5	4.6	21.2
Kaufman		26.6	.0154	7.1		14.6	26,287	.0088		3,702	3,532	41.2	17.0		24.5		34.9		11.0	2.5	12.6
Terrell		11.8	.0068	3.2			12,118	.0041		3,787	3,710	38.3	15.1	27.2	23.5		36.8		11.7	2.7	12.9
Kendall		5.4	.0032	1.6			7,398	.0024		7,000		33.5	11.5	29.3	21.8		31.0	6.6	12.2	5.2	23.5
Kenedy		.6	.0003	.1	.1	- 1	390	.0002	850	3,900	2,378	72.0	45.7	12.0	16.8	15.0	34.1	1.0	3.4		

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### Metropolitan Lubbock:

S.M., 1958 S.M., 1957 % INCREASE Population 170,500 133,400 27.8 Buying Income \$313,375,000 \$242,534,000 29.2 Retail Sales \$204,718,000 \$179,881,000 13.8

#### 19-County Market Area:

S.M., 1958 S.M., 1957 % INCREASE
Population 397,100 357,500 11.1
Buying Income \$685,772,000 \$612,906,000 11.6
Retail Sales \$498,668,000 \$451,863,000 10.4

# The Lubbock AVALANCHE - JOURNAL OVER 63,000

WAYNE HENLY, Advertising Director • LESTER M. HORNER, General Advertising Manager

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TEXAS		0	M P	OPULAT STIMAT	ION ES, 1/1/	58	EF BU	FECTIV	E NCOME	_ (	M ES	STIMA	TES, 1	957	Th	e "SM				ginai, e AGEMI	
COUNTIES	tro- poli-			House-	Cen- sumer	Urban					Income			ŧn	ceme B	reakdo	wn of h	touseho	elds		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-3 % Halda	2,499 % . Inc.	\$2,500 % Hsids	0-3,999 % . Inc.	\$4,000 % Hsids	0-6,999 % . Inc.	1 %	0-9,999 % . Inc.	\$10,00 % Haids	%
Kent		1.4	.0006	.4	.4		2,466	.0008	1,761	6,165	5,159	23.8	6.2	20.9	11.8	33.8	31.1	12.0	16.7	9.5	34.2
Kerr		14.8	.0086	4.3	4.7	9.5	20,586	. 0089	1,391	4,787	4,308	28.2	9.2	27.5	19.5	31.9	37.1	7.5	13.2	4.9	21.0
Kerrville		9.5	.0056	3.1	3.4		14,667	.0049	1,544	4,731	4,311	28.5	9.4	27.0	19.3	33.1	37.4	7.7	13.5	4.7	20.4
Kimble		4.3	.0025	1.2	1.2		5,133	.0017	1,194	4,278	3,978	34.3	12.4	31.4	24.5	23.5	30.1	6.5	12.6	4.3	20.4
King		.0	.0006	.2	.2		1,386	.0005	1,540	6,930	5,270	28.0	8.2	17.5	9.1	33.0	28.1	11.0	14.1	12.5	42.5
Kinney		2.0	.0011	.5	.5		2,473	.0008	1,237	4,946	4,286	44.6	14.4	24.8	17.5	15.6	17.0	6.2	10.8	8.8	30.4
Kleberg		28.0	.0163	7.0		25.5	40,415	.0136	1,443	5,774	4,603	26.0	7.4	20.7	13.0	33.8	34.4	12.8	19.7	0.7	25.5
Kingaville		25.5	.0148	6.5	8.3		38,206	.0128	1,498	5,878	4,603	25.5	7.2	20.5	12.7	34.2	34.5	13.0	19.8	6.8	25.8
Knox		9.5	.0055	2.6	2.6		14,593	.0049	1,536	5,613	5,455	27.2	7.2	24.8	14.4	27.8	28.1	10.5	15.0	9.9	37.3
Lamar		43.0	.0250	12.9	13.5	24.6	44,887	.0150	1,044	3,480	3,306	44.2	19.5	27.5	26.2	22.1	34.6	4.3	10.3	1.0	9.4
Paris		24.6	.0143	8.1	8.6		30,525	.0102	1,241	3,769	3,532	40.0	16.4	27.7	24.6	24.9	36.2	5.0	11.0	2.4	11.8
Lamb		21.4	.0125	5.9	6.0	8.5	31,643	.0106	1,479	5,363	8,272	22.8	6.3	28.8	16.2	32.8	32.3	9.5	14.2	8.1	31.0
Littlefield		8.5	.0049	3.4	3.4		11,973	.0040	1,400	4,999	4,913	23.9	7.1	26.8	17.4	34.1	36.1	8.9	14.3	6.3	25.2
Lampasas		9.4	.0054	2.9	2.9	4.7	10,918	.0037	1,161	3,785	3,705	38.0	15.0	29.5	25.8	24.1	33.9	5.6	11.8	2.8	13.7
La Salio		7.9	.0046	1.8	1.8	4.7	7,522	.0025	962	4,179	4,035	47.4	17.1	24.3	19.0	17.0	21.8	4.6	8.9	6.7	33.2
Lavaca		18.6	.0106	5.4	5.7	2.6	19,040	.0064	1,024	3,526	3,303	40.7	17.9	30.7	29.4	23.0	35.8	4.0	9.4	1.6	7.5
Lee		8.7	.0051	2.3	2.4	2.2	7,863	.0026	881	3,332	3,188	47.3	21.7	27.5	27.4	20.0	32.5	3.2	7.8	2.0	10.6
Leon		9.2	.0053	2.6	2.8		8,172	.0027	888	3,143	2,907	52.3	26.2	28.4	28.6	16.8	30.0	3.3	9.0	1.2	6.2
Liberty		28.0	.0163	7.8	8.3	10.2	34,635	.0118	1,237	4,440	4,136	34.1	11.8	25.3	19.0	28.5	35.0	7.8	14.6	4.3	19.8
Liberty		5.1	.0030	1.6	1.8		9,156	.0031	1,795	5,723	4,990	25.5	7.0	21.8	13.0	32.7	32.0	11.9	17.6	8.1	30.4
Limestone		19.2	.0112	5.5	5.5	5.2	18,662	.0063	972	3,393	3,380	47.0	20.5	26.2	24.8	19.9	30.8	4.4	10.4	2.8	13.5
Lipscomb		3.7	.0021	1.1	1.1		6,098	.0020	1,648	5,542	5,462	27.8	7.4	24.3	14.0	29.6	28.2	8.7	12.6	9.9	37.8
Live Oak		7.7	.0045	1.9	2.0		8,485	.0029	1,102	4,486	4,121	34.7	12.0	27.1	20.5	28.6	32.7	6.7	12.4	4.9	22.4
Llano		5.0	.0029	1.6	1.6	2.7	7,106	.0023	1,421	4,441	4,400	30.3	10.1	29.4	21.5	28.8	34.1	8.4	11.4	5.1	22.9
Loving		.2	.0001				386	.0002	1,830		4,692	38.5	14.0	19.3	15.3	25.6	33.4	12.8	5.1	3.8	32.2
Lubbock	85	170.5	.0992	47.9	58.6	145.1	313,375	.1060	1,838	6,542	5,344	19.0	4.7	20.2	10.8	37.4	32.7	13.5	17.9	9.9	33.9
▲Lubbock		140.0	.0814	41.5	50.9		272,140	.0913	1,944	6,558	5,340	19.0	4.7	20.0	10.7	37.4	32.7	13.6	17.9	10.0	34.0
Lyan		10.3	.0060	2.8	2.9	2.8	17,331	.0058	1,683	6,190	5,845	20.2	4.9	25.0	13.3	32.5	28.2	11.1	14.5	11.2	39.1

SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

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TEXAS	Me-				Con-	Heben								Inc	ome B	reakdov	vn of H	louseho	lds		
COUNTIES CITIES (continued)	poli- tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Haids.	%	\$2,500 % Helds.	600	\$4,000 % Halda.	⊬6,999 % Inc.	\$7,000 % Haida.	-0,999 % Inc.	\$10,000 % Halds	%
McGulloch		10.5	.0061	3.0	3.2	5.3	14,015	.0047	1,335	4,672	4,362	33.1	10.9	28.2	18.7	27.2	31.7	7.8	13.7	5.7	25.0
McLennan	156	143.5	.0834	42.0	48.0	107.7	205,021	.0688	1,429	4,881	4.283	29.2	9.5	25.2	18.0	32.1	37.1	8.8	15.4	4.7	20.0
▲Waco		105.5	.0613	31.6	36.8	-	160,909	.0539	1,525	5.092	4.361	27.9	8.8	24.5	16.9	33.0	35.9	9.4	15.9	5.2	21.5
McMallen,		1.7	.0010		.4		2,125	.0007	1,250			26.5	8.3	21.4	14.7	39.8	44.2	7.3	12.2	5.0	20.6
Madison		5.9	.0034	1.7	1.7		5,472	.0018	927	3,219	3,159	48.3	22.5	28.8	29.0	17.2	28.5	3.7	9.3	2.0	10.7
Marion		8.8	.0051	2.2	2.6	2.7	7,740	.0026	860	3,518	2,961	51.4	24.8	24.9	26.1	17.5	30.1	4.8	12.4	1.4	6.6
Martin		8.7	.0033	1.4	1.5		9,497	.0032	1,666	8,784	6,015	26.2	8.0	18.9	9.3	29.3	23.7	11.5	14.1	14.1	46.9
Mason		4.6	.0027	1.4	1.4		6,061	.0020	1,318	4,329	4,128	31.5	11.0	28.7	21.9	29.0	36.1	6.8	12.8	4.0	18.2
Matagorda		25.6	.0149	7.3	7.7	16.1	35,849	.0121	1,400	4,911	4,804	33.8	10.5	22.0	14.9	28.1	31.0	9.5	15.9	6.6	27.7
Bay City		13.3	.0078	4.4	4.5		22,082	.0074	1,660	5,019	4,874	32.0	9.8	22.0	14.4	28.6	30.3	10.1	16.2	7.3	29.6
Maverick		14.6	,0085	3.1	4.4	8.8	13,878	.0046	950	4,478	3,119	48.7	21.1	19.5	18.3	23.1	35.5	6.6	15.5	2.1	9.6
Medina		18.2	.0106	4.6	5.0	4.5	18,294	.0061	1,005	3,977	3,613	40.2	15.9	25.8	22.3	25.1	35.2	6.0	12.8	2.9	13.8
Menard		3.8	.0022	1.1	1.2		5,316	.0018	1,399	4,833	4,386	36.4	11.7	23.9	16.7	25.5	29.2	7.5	13.0	6.7	29.4
Midland,	240	54.3	.0316	16.5	17.7	51.3	124,727	.0418	2,297	7,559	7,044	12.0	2.4	15.4	6.8	39.8	28.2	18.0	19.3	14.8	43.3
△Midland		51.3	.0298	15.7	17.1		120,849	.0405	2,356	7,697	7,047	11.2	2.2	15.1	6.5	40.3	28.3	18.3	19.4	15.1	43.6
Milam		18.2	.0105	5.4	5.5	3.9	16,929	.0057	930	3,135	3,076	50.8	24.3	26.3	27.4	17.3	29.4	3.8	9.6	1.8	9.3
Mills		4.8	.0028	1.4	1.7		6,050	.0021	1,200	4,321	3,443	37.3	14.9	31.0	28.8	24.4	34.8	4.4	9.5	2.9	14.1
Mitchell		14.5	.0085	4.1	4.3	7.1	22,298	.0074	1,538	5,439	5,104	22.3	6.2	22.0	13.3	37.6	37.4	11.2	16.9	6.9	26.2
Montague		14.3	.0083	4.5	4.7	6.4	18,436	.0062	1,289	4,097	3,874	36.7	13.7	24.3	19.7	29.6	39.3	6.2	12.3	3.2	15.0
Montgomery		24.1	.0140	7.0	7.0	8.9	26,569	.0089	1,102	3,796	3,761	40.2	15.7	25.0	21.3	25.6	35.5	8.3	13.3	2.9	14.2
Conroe		8.9	.0052	3.0	3.0		12,501	.0042	1,405	4,167	4,095	37.5	13.4	23.9	18.7	26.9	34.1	7.6	14.5	4.1	19.3
Moore		28.5	.0166	7.7	8.3	13.2	49,529	.0166	1,738	8,432	5,935	9.3	2.2	14.6	7.8	54.0	46.3	14.6	18.9	7.5	24.8
Merris		8.8	.0061	2.4	2.4		7,959	.0027	904	3,318		41.4	18.4	28.8	28.0	24.5	38.8	4.2	10.1	1.1	4.7
Motley		3.3	.0019		1.0		5,463	.0018			5,017	28.1	7.9	24.0	14.7	29.	29.1	10.4	15.7	8.4	32.6
Nacogdoches		29.4	.0171	8.0	8.9	15.0	31,440	.0106	1,089	3,930	3,504	44.5	18.1	28.5	23.8	20.8	29.9	4.8	10.0	3.6.	18.4
Nacogdoches		15.0	.0087	4.4	5.1		19,006	.0064	1,267	4,320	3,691	41.0	15.5	25.1	20.7	24.3	32.6	5.5	11.1	4.1	20.1

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures rend foreword, page 13.



Ten high-speed Goss Headliner presses now roll out 60,000 eighty-page papers per hour, with improved color, greater flexibility in the new 32,000 sq. ft. addition to the Caller-Times plant.

#### The Market — 1957

CORPUS CHRISTI METRO. AREA (Nueces County) 11-COUNTY RETAIL TRADE AREA

Effective Buying Income Retail Sales Population

\$393,901,000 \$603,057,000 \$282,315,000 \$437,366,000 254,000 426,900

CIRCULATION

92,370

ABC Sept. 30, 1957 Represented nationally by

TEXAS HARTE-HANKS NEWSPAPERS National City Building, Dallas Chicago Atlanta New York

# Want to influence \$603 million?

Corpus Christi and its 11-county retail trading area rolled up a whopping \$603 million effective buying income in 1957. More than 76% of the families in this rich South Texas area welcome the Caller-Times into their homes every day.

New plant, new presses increase our influence in Texas' biggest one-paper market. Write for new market data folder.



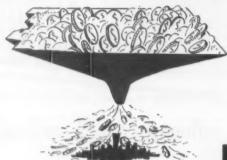
CORPUS CHRISTI, TEXAS

TEXAS		J	M PE	PULAT	ION E8, 1/1/	88	EF BU	FECTIVI	E ICOME	- 6	A ES	TIMAT	TES, 11	967	The	"SM" estima	symb	SALES	rk orig	inal, e	xclu- ENT.
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdow	m of H	lousehol	lds		
CITIES (continued)	Area	(thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Deliars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Helds.	%	\$2,500 Haida.	677	\$4,000 % Haids.	07_	\$7,000 % Halds.	07	\$10,000 % Helds.	%
Navarre		34.8	.0202	10.6	10.8	24.0	41,920	.0140			3,849	38.9	15.1		21.9	24.0	32.4		11.7	1	18.9
Corsicana		24.0	.0140	7.8	7.9		31,907	.0107	1,329		3,997	37.6	13.7	26.7	21.3	25.5	33.2	6.1	11.9	4.1	19.9
Newton		9.3	.0054	2.3	2.3		7,384	.0025	794	3,210	3,109	46.6	22.0	29.9	30.5	18.7	31.4	3.3	8.5	1.5	7.6
Nolan		19.8	.0115	8.0	6.5	16.2	32,889	.0110	- Keer		5,024	20.2	5.7	25.3	15.5	36.8	36.8	11.0	16.7	6.7	25.3
Sweetwater		16.2	.0094	4.8	8.6		28,367	.0095	1,751	5,910	5,045	16.9	4.5	24.4	14.3	39.6	37.8	11.9	17.2	7.2	26.2
Nueces	34	254.0	.1477	67.7	78.1	206.0	393,901	.1320	1,551	5,818	5,175	20.0	5.4	22.3	12.9	37.5	35.7	12.5	18.0	7.7	28.0
▲Corpus Christi		170.0	.0988	49.2	52.7		277,194	.0929	1,631	5,634	5,255	20.6	5.6	23.1	13.5	36.5	35.1	12.2	17.7	7.6	28.1
Robstown		10.5	.0061	2.7	2.7		12,124	.0041	1,155	4,490	4,471	33.4	11.0	25.5	18.3	28.9	31.4	8.8	15.6	8.4	23.7
Ochiltree		7.0	.0041	2.0	2.4	6.3	20,700	.0070	2,957	10,350	8,561	10.0	1.5	15.0	5.0	31.6	17.1	16.8	13.7	26.6	62.7
Perryton		6.3	.0037	2.1	2.1		17,377	.0058	2,758	8,275	7,997	13.9	2.5	18.5	7.3	32.4	20.8	14.2	13.8	21.0	-55.7
Oldham		1.4	.0008	.4	.4		2,594	.0008	1,863	6,485	5,496	14.5	3.6	28.4	15.7	35.0	30.3	10.3	13.4	10.8	37.0
Orange		80.8	.0353	16.9	18.4	37.5	87,088	.0292	1,432	5,153	4,717	20.1	6.0	21.7	14.1	42.5	45.3	11.5	18.5	4.2	16.1
Orange		31.0	.0180	8.9	10.3		49,629	.0167	1,601	5,576	4,783	17.6	5.0	20.5	12.8	44.3	44.9	12.8	19.6	4.8	17.7
Pale Pinto		18.4	.0107	6.0	6.4	12.5	23,957	.0081	1,302	3,993	3,741	36.6	14.1	29.3	24.6	25.8	35.3	5.1	10.6	3.2	15.4
Mineral Wells		12.5	.0073	4.6	4.7		17,963	.0060	1,437	3,905	3,773	36.7	14.2	29.0	24.5	26.0	35.6	5.2	10.7	3.1	15.0
Panola		16.5	.0096	4.2	4.6	4.1	18,297	.0061	1,100	4,356	3,946	35.0	12.6	24.9	19.4	29.5	37.8	7.0	13.5	3.6	16.7
Parker		23.7	.0138	7.4	7.4	12.5	30,977	.0104	1.307	4,188	4,135	33.4	11.9	27.5	21.2	28.8	36.3	6.3	12.0	4.0	18.6
Weatherford		12.5	.0072	4.3	4.4		18,679	.0063	1,494	4,344	4,211	32.3	11.2	26.5	19.9	30.3	37.2	6.6	12.3	4.3	19.4
Parmer		5.8	.0034	1.5	1.5		10,958	.0037	1,889	7,305	6,975	14.5	3.0	23.6	10.5	31.8	23.0	14.7	16.2	15.6	47.3
Pecos		10.7	.0062	2.7	3.2	4.9	16,059	,0053	1,501	8,948	4,929	24.5	6.6	17.5	10.4	37.9	38.5	12.3	17.9	7.8	28.6
Polk		13.4	.0078	3.7	3.8	2.4	14,218	.0048	1,061	3,842	3,650	38.8	14.6	30.8	26.7	24.7	34.8	5.0	10.7	2.7	13.2

Careful reading of the explanatory introduction, starting on page 13, will help you make the most profitable use of the Survey of Buying Power data.

# "GOLDEN SPREAD" DOLLARS FUNNEL INTO AMARILLO

5 STATES KEEP CITY PROSPEROUS! *



AMARILLO

LOOK AT IT — 3\$ glistening counties, embracing portions of 5 states! Last year, its 494,000 people enjoyed \$891,566,000 in EBI! No wonder it's acclaimed as the "Golden Spread"!

Across the counters of its principal city, also through wholesale distribution billings, Golden Spread dollars from its 144,600 families daily funnel into Amarillo! Let KGNC-TV funnel some of this prosperity YOUR way!

WIRE OR WRITE FOR FULL STORY! OR, ASK THE KATZ MAN!

KGNC-TV

NBC APPILIATE

Channel 4

TEVAC		0		PULAT		88	EF BU	FECTIVI	COMI	_ 6	M ES	BTIMAT	ES, 1	957						inal, e AGEMI	
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			line	come B	reakdo	wn of H	louseho	lds		
(continued)	Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Haid.	Per C. S. U.	\$0-2, % Halds.	OF	\$2,500 % Halds.	3,999 % Inc.	\$4,000 % Haids	% Inc.	\$7,000 % Haids.	%	\$10,00 % Halds	0&ove % . Inc.
Petter	6	120.5 127.8 5.7	.0701 .0743 .0033	37.9 39.9 1.4	41.4 44.0 1.5	113.4	234,583 255,279 8,215	.0787 .0886 .0021	1,947 1,997 1,090	6,190 6,398 4,439	5,684 5,796 4,007	15.8 16.3 42.5	3.9 3.9 15.0	20.1 19.1 23.5	10.8 10.0 18.1	41.8 40.8 21.6	34.8	13.3 13.9 8.7	17.6 18.0 12.7	9.0 9.9 5.7	33.3
Rains	6	2.6 23.3	.0015 .0135	.6 6.9	.7 8.2	20.4	2,478 51,202	.0008	963 2,200	4,130 7,429	3,218 6,191	49.2 16.4	21.1 3.5	25.2 14.8	23.5	18.0 38.3	27.4 28.9	4.3 16.9	10.0 19.3	3.3 13.6	18.0 41.4
Reagan		3.8	.0022	.8	1.2		7,670	.0025	2,018	8,522	6,392	8.1	1.3	13.4	6.9	49.2	36.2	19.2	21.4	12.1	35.2
Real River		2.7 17.3 18.5 14.2	2000	.7 5.0 4.9 4.1	.7 5.0 8.1 4.2	3.8 14.2	2,800 14,605 29.738 21,129		840 1,607	3,713 2,930 6,000 5,153	3,345 2,894 4,846 5,028	41.3 51.1 21.6 24.2	17.7 26.0 5.8 7.0	28.6 28.9 21.0 23.9	26.6 31.9 12.4 15.1	22.4 18.3 36.7 34.0	35.3	8.0 2.7 13.2 11.5	13.8 7.3 19.2 17.8	1.7 1.0 7.5 6.4	
Refugio		9.5 1.0 17.2		2.8 .3 4.7	2.7 .3 8.1		14,720 2,018 16,119		2,018	6,727	5,390 5,988 3,105	24.8 24.0 49.8	6.6 5.5 23.1	17.7 26.0 24.3	10.3 13.0 24.6	35.6 23.7 20.0	19.3	13.8 12.3 4.1	19.7 15.2 10.4	8.1 14.0 1.8	29.7 47.0 8.9
Rockwall		5.1 15.0 32.0 11.6	.0250	1.4 4.3 12.1 3.8	1.4 4.5 12.8 4.1	7.4 13.1	5,106 22,016 51,923 17,918	.0074	1,488	5,120 4,291	4,114	27.7	18.9 8.2 12.4 11.1	22.3 24.6 23.0 22.7	20.5 15.7 17.8 16.2	25.6 31.8 30.3 30.2	33.4	8.4 8.8 7.5 8.4	12.3 13.0 14.2 14.8	2.1 7.1 3.9 5.1	17.8
Sabins		7.1 6.7 6.2	.0042	1.8 1.7 1.6	2.0 1.7 1.8	1.0	6,533 6,121 5,102	.0017	784	3,012		42.8 53.5 58.0	27.2	32.0 26.9 22.9	29,7	20.2 15.0 14.6	27.1	3.0 3.2 3.3	7.1 8.8 9.2	2.2 1.4 1.2	
San Patriclo San Saba Behlelcher		41.2 7.5 2.6	.0044	9.9 2.2 .7	10.0 2.3 .7	3.0	44,000 8,514 3,808		1,135		4,385 3,620 5,122	34.8 37.5 25.3	11.6 14.9 7.1	24.4 29.6 23.1	17.7 25.7 14.0	27.7 25.0 35.7		7.8 5.3 7.6	14.1 11.3 11.3	5.3 2.6 8.3	
Scurry		31.3 17.6 4.0 18.9	.0023	9.2 5.7 1.1 5.4	10.2 6.6 1.3 6.5		85,214 35,775 6,011 17,286	.0119	2,033 1,803	6,276 5,488	5,400 5,377 4,530 3,128	15.4 13.2 24.2 49.5	4.0 3.3 7.2 23.2	19.5 18.6 22.2 27.4	10.3	44.0 46.1 37.8 17.8	41.3	13.7 14.6 10.2 3.3	19.0 19.7 16.3 8.4	7.4 7.5 5.6 2.0	25.6 22.2
ShermanSmith	274	2.4 83.0 58.2 2.4	100000	.7 24.0 18.3	.7 26.4 20.7		7,084 113,427 92,660 2,997	.0381	1,387 1,592	10,091 4,728 5,064 3,746	9,444 4,296 4,455 3,655	15.9 31.1 28.8 34.8	2.4 10.2 0.0 13.9	16.5 24.8 24.0 29.5	5.3 17.8 16.2 25.8	27.4 30.4 31.9 28.3	35.6 35.4	11.6 8.9 9.8 5.5	9.2 15.7 18.5 11.8	28.6 4.8 5.5 1.9	20.7
Starr		15.1 11.0 8.0 1.3	.0088 .0064 .0047	3.1 3.5 2.8	3.5 3.7 2.8	4.3 8.0	11,088 17,308 13,914 1,777	.0037 .0058 .0047	782 1,673 1,739	3,867 4,945 4,969	3,061 4,663 4,833	51.4 27.1 26.5 21.0	23.8 8.3 8.0 5.8	21.7 23.0 23.3 25.4	21.9 15.5 15.2	20.6 35.1 34.5 39.3	34.0 38.4 36.9	4.5 9.3 9.7 6.3	11.2 15.4 15.7 9.6	1.8 6.5 6.0 3.0	9.1 22.4 24.2
Stonewall		3.5					5,950		1	6,611			5.6	18.2				18.0			34.3

² Kilgore is in Gregg and Rusk counties. 4 Amarillo is in Potter and Randall counties.

# There's



GOLD IS WHERE YOU FIND IT, but the finding's easier in the GOLDEN SPREAD — Amarillo's premium 38-county market! Fluctuations in the nation's economy only emphasize Amarillo-Land's stable prosperity—self-sustaining, protected by economic diversity and geographical isolation. The GOLDEN SPREAD is always a bigger, better market for your product.

	AMARILLO	TEXAS	U.S.
INCOME/HSLD	\$6,381	\$5,412	\$5,923
AMARILLO'S LEAD		17.9%	7.7%
SALES/HSLD	\$4,675	\$4,009	\$3,975
AMARILLO'S LEAD		16.6%	17.6%

SM, May 10, 1958

Penetrated only 9.7% by "outside" newspapers, the 38-county 530,300 population GOLDEN SPREAD responds only to advertising in The Amarillo News, Globe-Times and Sunday News Globe — whose 80,401 circulation effects 99.9% coverage of Metropolitan Amarillo, 50.2% of the entire market area. Share the lode in the GOLDEN SPREAD . . . your space order in Amarillo's newspapers stakes your claim!

Complete Sales Management figures for the entire Golden Spread are available. Write or call . . .

# AMARILLO DAILY NEWS (MORNING) (EVENING) AMARILLO GLOBE-TIMES AMARILLO NEWS-GLOBE (SUNDAY)

Represented Nationally by TEXAS DAILY PRESS LEAGUE, INC. Representing Daily Newspapers Only.

# Sell MORE in the Southwest from FORT WORTH



A BIG market - 17 million potential customers in the 5-state Southwest

A GROWING market - 4 million more people in the Southwest than in 1945

A RICH market - 2 billion dollar annual retail sales within 50 miles of Fort Worth

A BUYING market - 200% increase in retail sales since 1945

For specific market and business site data, write

# FORT WORTH CHAMBER OF COMMERCE . FORT WORTH, TEXAS

TEVAC		J		PULAT	ION ES, 1/1/	58		FECTIVI		_ 6	ES	TIMAT	ES, 1	957	The	"SM' estima		sales			
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	vn of H	louseho	ids		
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2, % Halds.	%	\$2,500 % Haids.	04	\$4,000 % Helds.	%	\$7,000 % Haida.	Or	\$10,000 Halds.	%
Sutton		3.8	.0022	1.0	1.0	2.7	5,571	.0019	1,466	5.571	5.538	29.9	7.9	21.9	12.7	27.1	25.6	11.0	15.7	10.1	38.1
Swisher		8.8	.0061	2.4	2.8	3.4	17,746	.0059	2,017	7,394	8,302	18.0	3.8	20.9	9.6	32.7	24.6	13.2	15.0	15.2	47.0
Tarrant	52	565.6	.3289	172.2	196.6	473.9	995,626	.3338	1,760	5,782	5,062	17.6	4.8	22.1	13.1	41.1	39.6	12.6	18.3	8.8	24.2
AFort Worth		388.1	. 2256	122.8	140.0		711,296	.2385	1,833	5,792	5,079	18.1	4.9	22.1	12.9	40.4	38.9	12.6	18.4	6.8	24.9
White Settlement		15.1	.0088	3.9	3.9		19,589	.0065	1,297	5,023	4,923	10.3	3.0	24.5	15.9	52.2	55.0	10.3	16.4	2.7	9.7
Arlington		21.1	.0123	6.5	7.6		36,575	.0123	1,733	5,627	4,791	19.8	5.6	20.0	12.3	42.2	42.6	12.5	19.1	5.5	20.4
Taylor	169	84.5	.0491	24.6	30.0	67.6	142,245	.0477	1,683	5,782	4,736	22.5	6.3	22.8	13.9	36.9	38.9	11.1	16.8	6.9	26.1
△Abilene		67.6	.0393	20.0	25.6		122,141	.0410	1,807	6,107	4,763	20.8	5.7	21.7	12.9	38.3	37.0	11.8	17.2	7.4	27.2
Terrell		2.9	.0017	.9	,9		4,272	.0014	1,473	4,747	4,638	30.8	9.7	24.0	16.4	30.3	33.9	9.3	15.8	5.6	24.2
Terry		15.9	.0092	4.2	4.4	10.8	23,676	.0079	1,489	5,637	5,294	18.4	5.0	25.7	15.0	37.4	35.8	10.7	15.5	7.8	28.7
Brownfield		10.8	.0062	3.2	3.3		18,235	.0061	1,688	5,698	5,401	18.1	4.8	25.0	14.4	37.8	35.6	11.1	15.8	8.0	29.4
Throckmorton		3.4	.0020	.9	1.0		5,002	.0017	1,471	5,558	4,800	28.0	8.0	20.1	12.5	33.6	34.0	10.9	16.7	7.4	28.8
Titus		16.6	.0097	4.7	4.8	10.0	17,773	.0059	1,071	3,781	3,646	39.2	15.7	26.3	22.8	26.4	37.5	5.6	12.1	2.5	11.9
Mount Pleasant		10.0	.0059	3.2	3.2		12,474	.0041	1,247	3,898	3,816	37.0	14.2	26.1	21.8	28.0	38.2	6.1	12.6	2.8	13.2
Tom Green	126	74.2	.0431	21.5	25.4	66.1	123,419	.0414	1,063	5,740	4,844	22.0	6.2	24.1	14.6	35.5	35.2	11.1	16.7	7.3	27.3
▲San Angelo		66.1	.0384	20.0	23.2		112,562	.0378	1,703	5,628	4,847	22.7	6.4	24.3	14.8	35.1	35.2	10.9	16.5	7.1	27.1

## A COMMON MEETING GROUND FOR MEDIA AND THEIR PROSPECTS

Wherever and whenever media people talk population, income and sales data, you can be sure their authority is the Survey. They know the Survey is reliable. And they know too that the people they are talking to-advertisers and advertising agencies-rely on the same authority.

## **FASTEST GROWING MARKET**



## HE "BIG 4"

IN POPULATION

IN EFFECTIVE BUYING INCOME FORT WORTH 69%

122%

HOUSTON UP 58%

DALLAS UP 48% SAN ANTONIO

UP 26%

UP 108%

UP 95%

UP 65%

Source: November 10, 1957 Sales Management (1950-1960 estimates)

#### - AND IT TAKES A FORT WORTH NEWSPAPER TO SELL THE FORT WORTH MARKET!

The Fort Worth Star-Telegram reaches over 95% of the metropolitan families (combined daily) and over 72% (Sunday). In addition to covering the growing metropolitan market, it achieves better than 20%

family coverage in 44 counties - combined daily; 52 counties on Sunday - far greater than any other Texas newspaper.

Your advertising dollar buys more of the Texas market in the Fort Worth Star-Telegram. Put more of your advertising dollars to work to capture a bigger share of this fast growing market for your products.

# FORT WORTH STAR-TELEGRAM

LARGEST COMBINED DAILY CIRCULATION IN TEXAS



		J		OPULAT STIMAT	ION ES, 1/1/	58		FECTIVE IN		_ 6	M ES	TIMAT	ES, 1	957	The	e "SM"	symt	ools ma SALES	rk erig	ginal, e AGEME	xelu- ENT.
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Enc	ome B	reakdov	en of H	łowseho	ide		
(continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (theus.)	Pep. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Halds.	,499 % Inc.	\$2,500 % Hslds.	-3,999 % Inc.	\$4,000 % Hslds.	-6,999 % Inc.	\$7,000 % Halds.	-9,999 % Inc.	\$10,000 % Haids.	%
Travis	11	195.6 185.0		51.9 50.8	2000	188.5	303,823 299,588	.1019	1,553		4,454 4,456	27.7 27.5	8.0 7.9	21.0 20.9	13.4 13.2	33.4	34.4 34.5	10.9	16.9	7.0	27.3 27.4
Trinity		7.9	.0046	2.3	2.4		7,337	.0024	929	3,190	3,649	48.3	23.1	27.9	29.2	19.1	32.6	3.4	8.7	1.3	6.4
Tyler		11.0	.0064	2.9	3.3		11,432	.0039	1,039	3,942	3,422	41.2	17.0	28.1	25.4	23.4	34.4	4.6	10.1	2.7	13.1
Upshur		17.3	.0101	4.8	4.9	3.9	16,692	.0056	985	3,478	3,348	48.2	20.2	25.9	24.5	21.0	32.5	4.5	10.6	2.4	12.2
Upton		5.3	.0031	1.8	1.6	3.2	9,316	.0031	1,758	5,823	5,638	15.8	4.1	14.8	8.2	46.8	42.7	16.0	22.1	6.8	22.9
Uvalde		18.2	4.000	4.8		10.0	21,549	.0072	1,184		4,060	33.3	11.6	28.1	21.4	27.3	33.8	6.8	12.7	4.5	
Uvalde		10.0	.0059	2.3	2.9		12,345	.0042	1,235	5,367	4,231	27.4	8.6	26.8	18.3	31.5	35.0	8.6	14.5	5.7	23.6

3 Gladewater is in Gregg and Upshur counties, SM Standard ( $ilde{f A}$ ) and Potential ( $ilde{\Delta}$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13.

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# In the WICHITA FALLS, TEXAS, Area:

The Voice of the Rich Southwest

BEN LUDY President and General Manager has over 49% more Radio Homes than Stations A & B combined. has over 35% more monthly coverage than Stations A & B combined. has over 34% more weekly circulation than Stations A & B combined. has over 41% more daily circulation than Stations A & B combined. SOURCE: NIELSEN COVERAGE SERVICE, NCS No. 2

See Your H-R Man

# Wichita Falls Times Wichita Falls Record News

ROPE IN THE ENTIRE WICHITA FALLS MARKET with the circulation of these two dominant newspapers. Here is the size of the market as it shapes

up in Sales Management's 1958 Survey.

(Figures in top line represent WICHITA COUNTY; lower line WICHITA COUNTY plus 21° other Texas and Oklahoma Counties.) Potail Cales

Population	Households	(000)	(000)	(000)
132,200	35,200	232,317		28,796
338,800	96,100	518,808		79,501
Eat & Drink	General M	dse.	Apparel	Furn. & Appl.
(000)	(000)		(000)	(000)
7,491	14,946		9,305	6,977
16,927	29,871		18,133	16,580
Automotive (000)	Gas Statio	ons L	br. & Hdwe. (000)	Drugs (000)
34,864	11,687		6,630	5,142
89,382	34,800		33,273	12,401

*Archer, Baylor, Childress, Clay, Cottle, Foard, Hall, Hardeman, Jack, King, Knox, Montague, Throckmorton, Wilbarger and Young in Texas; Cotton, Harmon, Jackson, Jefferson and Tilman in Oklahoma.

Represented Nationally by the

KATZ **AGENCY** 

75740				PULAT		58	EF BU	FECTIVI YING II	COME	_ (	SMD ES	TIMAT	TES, 1	957						ginal, e	
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	vn of H	louseho	lās		
(continued)	tan Area	(thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	% Hsids	%	\$2,500 % Halds.	%	\$4,000 % Hsids.	%	\$7,000 % Halds.	%	\$10,000 % Halds.	%
Val Verde		20.5	.0120	4.9	5.3	18.9	21,794	.0073	1,063	4,448	4,084	8.04	14.2	24.5	18.5	22.7	28.1	6.4	12.1	5.8	27.1
Del Rio		18.9	.0109	4.5	4.5		18,321	.0061	969	4.071	4,065	40.8	14.8	25.8	20.4	22.4	28.8	6.0	11.6	5.0	24.4
Van Zandt		17.0	.0098	5.2	5.3		18,247	.0061	1,073	3,509	3,427	42.1	18.0	26.5	24.7	24.5	37.2	5.1	11.7	1.8	8.4
Victoria		40.5	.0236	11.1	12.6	22.9	60,872	.0204	1,503	5,484	4,827	23.5	6.7	22.0	13.8	36.5	37.2	11.6	17.8	6.4	24.5
Victoria		20.5	.0120	6.0	6.9		34,093	.0114	1,663	5,682	4,895	22.5	6.3	20.8	12.7	37.9	37.5	12.0	17.9	6.8	25.6
Walker	1	18.5	.0107	4.1	5.9	9.2	18,669	.0063	1,009	4,553	3,137	46.8	20.1	22.0	20.4	22.7	34.5	6.1	14.1	2.3	10.9
Waller		11.8	.0069	3.0	4.9		16,717	.0056	1,417	5,572	3,380	47.7	17.7	15.2	12.3	25.5	33.6	6.7	13.4	4.9	23.0
Ward		17.4	.0101	4.7	5.2	9.5	27,001	.0091	1,552	5,745	5,145	16.7	4.5	17.4	10.2	45.4	43.8	14.9	21.6	5.8	20.1
Monahans		9.5	.0055	2.9	2.9		15,598	.0053	1,642	5,379	5,316	18.3	5.1	19.9	11.8	42.3	41.5	13.8	20.5	5.7	21.1
Washington		17.0	.0099	5.0	5.2	7.2	16,167	.0054	951	3,233	3,070	51.4	24.4	25.8	26.6	17.4	29.5	3.5	9.0	1.9	10.5
Brenham		7.2	.0042	2.4	2.7		9,426	.0031	1,309	3,928	3,486	43.7	17.8	26.0	23.1	22.4	32.4	4.8	10.6	3.1	16.1
Webb	77	67.7	.0394	15.2	16.6	63.5	60,502	.0203	894	3,980	3,644	43.7	17.2	25.9	22.1	21.2	29.6	5.3	11.2	3.9	19.9
▲Laredo		63.5	.0369	14.5	14.8		54,004	.0181	850	3,724	3,648	44.3	17.8	26.5	23.2	20.5	29.2	5.0	10.7	3.7	19.1
Wharton		35.8	.0208	9.8	10.4	14.2	46,728	.0156	1,305	4,768	4,477	33.5	10.7	23.4	16.3	28.4	32.3	8.8	15.1	5.9	25.6
El Campo		9.7	.0056	3.3	3.5		16,620	.0056	1,713	5,036	4,680	28.7	8.7	23.2	15.4	32.2	34.8	9.7	15.8	6.2	25.3
Wharton		4.5	.0027	1.5	1.6		9,047	.0031	2,010	6,031	5,385	27.5	7.1	21.9	12.3	28.1	25.6	11.9	16.4	10.6	38.6
Wheeler		8.8	.0061	2.3	2.6	2.8	11,748	.0040	1,335	5,108	4,470	23.5	7.3	26.5	17.9	36.7	40.4	8.2	13.7	5.1	20.7
Wichita	162	132.2	.0769	35.2	52.7	123.7	232,317	.0779	1,757	6,600	4,408	24.2	6.6	17.4	10.4	39.2	38.2	11.7	17.3	7.5	27.5
▲ Wichita Falls		96.2	.0559	25.8	43.7		188,403	.0632	1,958	7,302	4,310	24.2	6.4	14.2	8.2	40.4	37.8	12.8	18.1	8.4	29.5
Electra		5.6	.0032	1.8	1.8		8,640	.0029	1,543	4,800	4,581	21.3	6.7	21.5	14.7	44.7	50.1	9.3	15.8	3.2	12.7
Wilbarger		20.0	.0116	5.8	6.0	14.0	29,619	.0099	1,481	5,107	4,869	24.6	7.3	25.9	16.6	33.4	35.1	9.7	15.4	6.4	25.6
Vernon		14.0	.0082	4.4	4.6		22,505	.0075	1,608	5,115	4,842	24.2	7.2	26.3	16.9	33.7	35.5	9.5	15.1	6.3	25.3
Willacy		26.9	.0156	6.4	6.7	11.9	27,106	.0091	1,008	4,235	3,987	47.8	17.3	20.7	16.2	19.3	24.8	6.1	11.9	6.1	29.8
Raymondville		11.9	.0069	3.0	3.0		11,676	.0039	981	3,892	3,892	46.0	17.4	22.4	18.5	21.0	28.3	5.8	11.8	4.8	24.0
Williamson	100	34.8	.0203	10.0	10.7	15.5	39,147	.0131	1,125	3,915	3,643	37.9	15.0	28.0	24.1	25.5	35.8	5.9	12.6	2.7	12.5
Taylor		12.1	.0070	3.6	3.9		14,819	.0050	1,225	4,116	3,777	36.7	13.9	26.8	22.1	27.0	36.3	6.4	13.0	3.1	14.7
Wilson		12.9	.0075	3.1	3.2		10,924	.0037	847	3,524	3,351	43.3	18.8	30.2	28.6	19.9	30.7	4.3	10.0	2.3	11.9
Winkler		11.6	.0067	3.4	3.6	7.6	22,151	.0074			6,027	9.8	2.3	12.8	6.6	51.6	43.4	18.5	23.6	7.5	24.1
Kermit		7.6	.0045	2.3	2.4		14,991	.0050	1,973	6,518	6,001	10.0	2.4	13.2	6.8	50.9	43.0	18.3	23.4	7.6	24.4
Wiso		14.0	.0082	4.2	4.3	2.5	15,784	.0053	1,127	3,758	3,637	40.1	16.1	26.6	23.2	25.2	35.9	5.4	11.6	2.7	13.2
Wood		61.7	.0097	4.9	5.1	4.5	18,901	.0063	1,132	3,857	3,673	41.1	16.3	23.7	20.2	26.3	36.9	6.1	13.0	2.8	13.6

SM Standard (▲) and Potential (△) Metropolitan County Areas.

O SM, 1958.

Before using these figures read foreword, page 13.



### HERE'S A NEAT PACKAGE ....

# TEXAS' VALLEY CITY MARKET

(LOWER RIO GRANDE VALLEY)

An Easily Merchandisable Metropolitan Area, Ranking 55th In the U.S.

- Population 417,100
- Food Sales \$66,077,000

- Effective Buying Income \$416,571,000
- Retail Sales \$260,414,000

(Sales Management 1957 for Cameron, Hidalgo, Starr & Willacy Counties of Texas) Covered with a single insertion order in the

# RIO GRANDE VALLEY GROUP NEWSPAPERS THE VALLEY EVENING MONITOR, McAllen • THE VALLEY MORNING STAR, Harlingen

THE BROWNSVILLE HERALD, Brownsville

National Advertising Office, Harlingen, Texas.

Represented Nationally by the Texas Daily Press League.

TEXAS			S	A PO	PULAT	ION ES, 1/1,	/58			NG I	COME	_ (	M	ESTIM	ATES,	1957	The	"SM"	symbols as by SAL	mark ori	ginal, AGEN	exclu- IENT.
COUNTIES CITIES (continued)	Me- tro- poli- tan Area		Fotal thou- ands)	% of U.S.A.	House- holds (thou- sands)	Cen- sumer Spend- ing Units (thous.)	Urban Pep. (thou- sands)	Net Dollar (000)		% of J.S.A.	Per Capita	Per Hald.	Incor Pa C. S.	U. \$6	-2,490 % is. Inc.	\$2,50	0-3,999 8. Inc.	\$4,000-1 Hsids.	% 9	holds 00-9,999 ds. Inc.	\$10,0 % Held	00&ove
Yoakum			4.0 14.3 10.8 5.0 13.0	.0023 .0083 .0062 .0029 .0076	1.0 4.5 3.5 1.0 2.7	1.0 4.6 3.5 1.2 3.2	14.6	22, 17, 3,	567 716	.0021 .0075 .0059 .0013	1,540 1,574 1,627 743 818	6,159 5,003 5,019 3,716 3,937	5,7 4,8 4,9 2,9 3,2	14 24. 17 24. 128 59.	4 7.4 0 7.1 6 28.8	28.0 25.0 18.1	16.9 16.3 19.0	35.0 3 17.1 3	96.6 9. 95.9 10.	6 15.5 0 15.9 3 8.0	8. 8. 8. 2. 3.	3 23.6 0 23.8 0 16.9
Total Above Cities		5	917.0	3.4402	1,777.3	2,008.9		10,076,	714	3.3786	1,703	5,670	5,0	16 22.	3 6.2	22.0	13.2	36.6	35.9 11.	9 17.6	7.	2 27.1
State Total		9	350.2	5.4384	2,639.8	3,018.9	6,818.4	14,287,	125	1.7003	1,528	5,412	4,7	33 25.	8 7.5	22.4	14.3	34.5	35.7 10.	8 16.9	8.	5 25.6
	0	M		MATES	N , 1/1/58	1	SM	E. B. I. ESTIMA	TES	1957				0		OPUL/	TION TES, 1	1/58	SH	E. B.		S, 1957
METRO. AREAS	Tota I (thou- sands)	% of U.S.	Hou hoi (the	id Spe in in ds) Un	ner Ur end- P	ban op. iou- ids)	Net Dollars (\$000)	% of	Por Cap- ita	Per H'se- hold		IETRO.		Total (thou- sands)	% of	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pop. (thou- sands)	Net Dolla	% % of	Po	p- H'se
△Abilene Amarillo Austim Beaumont- Port Arthur	84.5 143.8 195.6 235.1	.04	36 4 37 6	4.8	18.2	67.6  33.8  88.5	142,245 285,855 303,823 407,156	.0959	1,988 1,553	6,381 5,854	△Long Lubbo △Mid △Ode	ok iand		67.7 71.5 170.5 54.3 80.1	.0394 .0416 .0992 .8316 .0466	15.2 21.6 47.9 16.8 23.5	23.4 58.6 17.7 25.3	64. 145. 81. 73.	0 113, 1 313, 3 124, 6 155,	375 .10 727 .04 886 .08	32 1,5 50 1,8 18 2,2 23 1,9	94 3,98 93 5,27 38 6,54 97 7,55 46 6,63
ABrownsville- Harlingen- McAllen Corpus Christi Dallas El Pass	375.1 254.0 863.0 295.7	.21:	77 6 59 28 19 7	7.7 7 1.7 21 1.6 11	78.1 2 17.8 8 17.0 2	77.3	378,407 393,901 ,689,265 460,189	.1320 1 .5597 1 .1543 1	,551 ,957 ,556	5,818 6,379 6,427	San Ar △Ten △Tex △Tyle Wass.	ngelo ntonio ple urkana.		74.2 620.0 96.5 106.2 83.0 143.5	.0431 .3605 .0655 .0618 .0482 .0634	21.6 103.3 24.1 31.1 24.6 42.6	204.2 39.2 32.0 26.4 48.0	568. 64. 53. 58. 107.	4 882, 3 147, 7 118, 2 113, 7 205,	915 .28 192 .04 978 .03 427 .03 921 .06	33 1,3 34 1,5 36 1,1 31 1,3 38 1,4	63 5,74 92 5,28 41 6,10 12 3,79 67 4,72 29 4,88
Fort Worth Galveston	565.6 125.0	.07	27 3	7.0 4	11.8 1	73.9	995,626 211,526 ,200,126	.0709 1	,892	5,717	-	a Falls.	-	132.2	.0789	35.2			7 232, 7 10,018,			57 6,60
Hausten	1,180.3	,00	33  30	2.9  38			L SAL		SH		TIM				3.4924	1,707.1	2,000.7	0,307.	7110,018,	593 3.35	93 1,0	68   <b>3</b> , <b>8</b> 4
COUNTIES	Me- tro- poli- tan Area		Total Retail Sales \$000)	% of U,S.A	Per Hsld. Retai	Buyi	ing Qu	ality	Inde	X los	Food (\$000)	Eatin Drin Plac (\$00	g &    k.  08	General Mdae. (\$000)	Appa (\$00	rei H	urn louse- Appl. \$000)	Auto- motive (\$000)	Gas Station (\$000)	Lumb Bld Hdw (\$00	]. re.	Drugs (\$000)
Anderson Palestine Anderson Anderson Angelina Lufkin			24,23 21,05 11,29 33,67 28,86	2 .010 4 .005 0 .016	5 7 3,76 8 2,92	.00	94 82 1	75 90 02 77 98	73 101 93 73 120		6,686 5,458 3,002 9,482 7,183	1,	842 780 640 121 872	1,530 1,250 177 2,444 1,680	2,	351 351 482 381 346	1,496 1,496 652 1,711 1,660	5,52 4,46 3,35 7,82 7,66	2,00 0 1,40 3 3,60	14 2, 12 1, 14 1,	166 031 041 021 252	796 796 297 1,136 1,077
AransasArcherArmstrongAtuscosa			6,531 7,470 1,531 14,617	.003 .000 .007	7 4,39 8 3,82 3 3,11	8 .000 8 .000 0 .007	33 09 78	96 92 82 89	143 103 73 68 97		2,443 1,681 324 2,739 3,942		645 387 73 876 037	220 187 71 1,993		174 35 236 155	100 68 335 205	45° 2,86° 4,36° 2,67°	81 31 9 1,46	12 10 19 1,	983 495 485 485 457 388	240 157 54 360 390

# The RICHTEN RIO

RICH in Buying Power \$574,000,000*

RICH in Selling Power \$463,000,000*

RICH in People Power

*PLUS (these totals are for the Metropolitan Area only). areas covered by these three papers are very real PLUSSES!

# RICH IN RESPONSIVENESS

Yes, rich in profitable responsiveness to selling appeals applied through the power of newspaper advertising . . . the advertising depended upon by retailers to move goods profitably!

These three rich Texas markets . . . Austin, Waco and Port Arthur... are "money in the bank" to aggressive newspaper advertisers and in-store merchandisers. The Rich Texas Trio's exclusive daily coverage of the families comprising these dynamic markets is the advertiser's guarantee of penetration where the buying power is!

Buy the Rich Texas Trio and you buy profitable responsiveness. Every time!

R.O.P. Color is available in all three papers at minimum color surcharge rates. Fidelity in matching color specifications.

R.O.P. COLOR any day, in any conventional

The RICKTEXES R

AUSTIN

American - Statesman

WACO

Tribune-Berald

**PORT ARTHUR** 

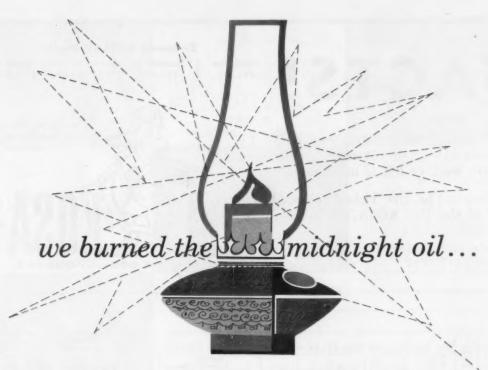
News

ASK ANY ONE of the Rich Texas Trio for a copy of the amazing market profiles contained in "Texas Markets & Media" surveys, 1957, by Belden Associates. The '57 studies are the second in a continuing series. See "share of market" changes from '56 to '57. Write us direct or ask your nearest BK&M office.

Represented Nationally by Burke, Kuipers & Mahoney, Inc.

TEXAS	Me-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s	ymbols ma by SALES	rk eriginal MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Haid, Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Midse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
lailey		13,689	.0069	8,222	.0052	106	141	3,123	261	1,431	345	623	2,991	513	2,618	36
landera		2,495	.0012	2,079	.0016	76	52	870	232	133	88	42	137	369	325	12
lastrop		11,774	.0059	2,403	.0066	87	80	3,722	544	629	392	384	3,029	1,165	736	40
Laylor		9,624	.0048	5,661	.0034	94	133	2,251	497	376	299	608	2,161	1,229	1,381	21
Bue		18,410	.0092	3,018	.0102	74	87	4,732	1,371	1,184	767	798	9-898	9 004	2 000	
Beeville		16,852	.0084	0,010	.0078	86	92	3,960	1,179	1,093	767	799	3,628	1,801	2,003	63
iell	272	88,070	.0440	3,654		88	79	10,729	5,469	10,737	4,791	4,360	22,050	1,397 7,748	6,059	3,49
△Temple		45,630	.0228	-1.00	.0193	98	116	9,371	2,977	6,814	2,732	2,166	11,925	3,117	2,593	1,93
Killeen		26,137	.0131		.0119	84	93	6,488	1,321	2,751	1,750	1,914	4,741	2,934	2,367	1,02
lexar	127	624,495	.3120	3,824	.3104	86	87	144,744	43,387	94,656	46,957	25,966	125,510	47,239	32,323	18,31
▲San Antonio		. 597,550	.2985		.2802	87	93	133,209	40,498	93,466	46,236	25,328	124,141	43,505	30,233	17,03
the second		4 074	2004					4								
Manco		4,871	.0024	4,428	.0018	82	109 ,	1,379	291	320	***	122	535	686	554	14
lorden		338	.0002	1,680	.0004	87	33	96	***	***	:::	***	***	155	85	**
asque		11,022	.0058	3,801	.0045	83	102	2,365	326	973	182	79	2,402	999	2,031	85
owie	273	62,076	.0260	2,540	.0292	72	64	12,355	2,307	6,861	2,252	2,694	11,135	6,002	3,280	2,23
(Ark.)	- 1	67,779	.0338		.0272	91	113	12,975	3,997	10,359	4,581	3,528	11,848	8,140	3,874	2,39
1△Texarkana		35,473	.0177		.0159	87	97	7,463	1,591	5,764	1,696	2,057	6,196	4,309	2,764	1,62
razoria		76,999	.0385	4,451	.0349	93	103	23,453	4,335	5,098	2,028	3,393	17,365	7,956	7,865	2,46
Freeport		17,711	.0088		.0068	124	160	5,561	684	1,590	847	914	5,455	732	601	83
rares		41,420	.0207	3,340	.0226	84	77	12,678	2,248	3,222	2,440	2,472	7,250	3,165	4,086	1,31
Bryan		38,121	.0190		.0154	94	116	11,887	1,864	3,090	2,360	2,410	7,250	2,477	3,748	76
rewster		5,843	.0029	3,075	.0036	84	67	1,371	453	388	249	96	1,657	673	289	27
riscoe		2,436	.0012	2,707	.0019	90	57	847	50	152	67	32	404	314	361	169
iroeks		6,440	.0032	2,147	.0046	70	48	1,681	368	364	68	180	1,196	1,071	1,027	251
Irown		29,685	.0148	3,373	.0140	85	90	8,341	948	3,245	1,596	1,142	0.360	9 100	0.080	1 000
Brownwood		26,211	.0131	0,010	.0117	91	102	7,718	909	3,165	1,569	1,088	5,541	2,189	2,050 1,101	1,600
lurle son		7,492	.0038	2,583	.0040	87	63	2,276	483	572	324	254	604	1,637	940	1,410
urnet		7,556	.0038	2,799	.0040	74	70	1,434	332	533	68	161	2,363	1,010	834	251
				1									-,	1,010		
aldwell		20,757	.0103	4,512	.0081	84	108	3,995	953	1,207	637	527	7,058	3,530	1,328	531
alhoun		13,045	.0065	4,077	.0060	92	100	3,615	1,472	359	678	494	2,111	1,420	1,953	472
allahan		7,333	.0037	3,333	.0035	78	82	2,266	366	362	161	109	1,599	1,140	585	241
ameron	189	123,880	.0619	2,950	.0703	70	82	32,771	7,699	16,699	9,266	4,895	22,832	8,732	9,916	3,081
△Brownsville-																
Harlingen-McAllen		136,348	.0680		.0554	85	105	30,115	7,407	81,478	18,142	6,901	30,566	7,641	9,501	3,64
△Harlingen		52,342	.0261		.0198	94	124	11,393	3,041	7,741	3,386	2,017	13,013	3,638	4,018	1,218
△Brownsville San Benito		44,132 13,326	.0220		.0200	77 73	85 69	11,514	2,725	7,283	5,226	1,973	6,896	2,271	3,151	1,150
amp		7,920	.0040	3,443	.0071	73	91	1,881	680 218	971 503	373	720	2,194	1,283	1,540	379
arson		6,320	.0031	3,511	.0037	100	84	1,100	350	79	360	293 121	2,978	919 645	331 892	138
A83		18,364	.0092	3,113	.0086	87	71	5,228	394	2,512	699	418	4,725	1,655	1,340	558
astro		9,045	.0045	6,461	.0041	128	141	2,371	94	513	186	70	1,279	1,335	2,284	163
hambers		8,484	.0032	2,947	.0038	84	71	1,886	371	219	89	177	1,617	830	609	267
			1	-,				.,			-	***	1,017	000	000	407
herokea		28,229	.0141	3,003	.0143	60	88	7,812	907	2,373	819	1,387	7,799	2,000	1,378	1,111
Jacksonville		17,311	.0086		.0063	107	146	4,685	462	1,300	483	1,069	4,249	1,322	1,033	780
hildress		9,195	.0048	3,085	.0060	86	78	2,021	427	960	318	269	2,554	1,343	596	328
Childress		9,096	.0045		.0040	98	110	2,021	427	960	319	268	2,553	1,267	574	328
lay		8,814	.0044	3,832	.0039	87	98	1,960	244	262	85	243	2,976	1,284	754	240
****			-				-									
ochran		7,709	.0039	4,283	.0043	96	87	2,151	223	627	280	150	1,687	612	1,282	241
0k8		5,491	.0027	4,578	.0023	96	113	1,141	89	181		83	1,929	529	885	399
sleman		12,125	.0061	3,566	.0055	83	92	3,130	364	808	584	884	2,967	1,137	1,278	519
ollin		36,211	.0181	2,743	.0188	74	71	10 810	1 001	9.784	1 100	0.070	7 000	9 545	9 700	4 ***
'McKinney		19,722	.0099	2,743	.0077	96	124	10,512	1,061	2,754	1,190	2,278	7,886	3,517	3,730	1,128
ollingsworth		8,117	.0040	3,888	.0077	85	87	5,569	617 119	1,861	816 212	1,541	5,078 1,568	1,628	1,124	632
olorado		22,010	.0111	4,508	.0089	92	114	3,857	1,298	1,661	552	666	5,197	325 2,117	708 5,353	227 386
amal		22,716	.0113	3,786	.0105	85	91	4,435	1,505	2,657	359	641	7,315	1,490	2,098	478
New Braunfels		21,688	.0108	0,,00	.0090	90	108	3,904	1,281	2,552	359	641	7,316	1,489	2,008	478
omanche		10,501	.0063	2,917	.0054	77	76	1,973	422	1,101	221	192	3,107	1,001	1,228	459
oncho		4,179	.0020	3,215	.0021	81	77	491	579	198	50	51	1,079	578	361	54
mke	- 1	31,225	.0156	4,220	.0130	89	107	8,313	784	2,321	1,219	1,503	7,461	3,425	5,016	906
Gainesville		26,902	.0134		.0093	112	161	5,420	678	2,016	1,194	1,503	6,273	2,717	4,305	880
oryell		16,544	.0083	3,939	.0087	84	104	4,025	480	821	452	748	4,846	1,600	2,359	546
ottle		4,209	.0021	3,006	.0027	90	70	1,201	145	341	153	237	933	188	419	172
rane		7,133	.0036	4,458	.0036	113	113	1,418	371	178	323	148	2,628	815	890	264
ackett		4,226	.0021	3,522	.0025	89	78	830	220	249	39	86	1,445	386	457	185
osby		13,361	.0067	5,344	.0054	102	126	2,773	270	592	253	357	5,140	1,098	1,874	200
ilberson		4,515	.0022	9,030	.0012	120	220	628	503	397	60	52	936	1,303	236	129
allam		8,866	.0044	3,694	.0046	102	98	1,935	520	542	316	192	2,758	998	878	382
anam																

¹ Texarkana is in Bowie (Tex.) and Miller (Ark.) counties. SM Standard (4) and Potential ( $\Delta$ ) Metropolitan County Areas.



to give timebuyers a quick and amazing summary finding about WFAA-TV'S rich North Texas television market*

("Based on preliminary estimates, Sales Managements "Survey of Buying Power," May 10, 1958.)

- WFAA-TV, DALLAS, NOW BLANKETS 71 COUNTIES
  - far more than ever before, and now substantiated by NCS #2.
- WFAA-TV DELIVERS MORE PEOPLE SPENDING MORE MONEY THAN EVER BEFORE!

#### LOOK AT SALES MANAGEMENT'S FINDINGS IN "WFAA-TV LAND":

Population .		0	۰	0	٠	2,831,000	Apparel \$168,646,000
No. Families .						859,400	Furn., Household Appliances \$143,943,000
Effective Buying	Income			٠		\$4,405,866,000	Automotive
Retail Sales .						\$3,444,601,000	
Food Sales .			0	0	0	\$ 767,214,000	Service Stations
Gen'l Mdse					٠	\$ 495,614,000	Drugs \$116,472,000

#### **CHANNEL 8**

316,000 WATTS VIDEO 158,000 WATTS AUDIO FROM ATOP TEXAS' TALLEST TOWER!

WFAA - TV @ DALLAS

Edward Petry & Co. Nat'l Rep. A television service of the Dallas Morning News

# FACTS!

25-County KOSA-TV Market

Population 393,300 Households B

Buying Income | Retail Sales | \$707,244,000 | \$515,811,000

ARB Total Area survey shows KOSA-TV dominates 151 out of 168 night-time quarter hours per week (6 PM to midnight).

In service to the richest oil-producing region of the US, KOSA-TV is where the money is!



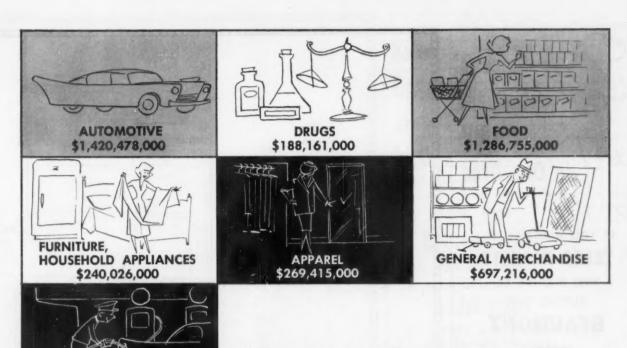
TEXAS	Me-			RET	AIL S	ALES-	SM) E	STIMA	TES, 1	957					rk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Midse. (\$000)	Apparei (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
2▲Dallas		1,138,095	.5686		.4599	123	152	216,377	67,743	228,724	67,922	39,875	289,878	63,062	57,641	33,621
University Park		32,665			.0230	148	105	6,557	1,142	6,968	3,607	5,281	828	3,600	1,655	2,335
Highland Park		16,294	.0081		.0135	171	103	4,323	1,127	1,193	3,986	440	1,176	953	357	209
Grand Prairie		41,706	.0208		.0193	97	105	10,341	2,501	3,822	1,612	3,313	13,187	3,948	2.034	1,180
Garland	1	34,382	.0172		.0160	98	105	8.371	1.044	1.884	854	1,625	13,437	3,645	1.491	1,448
Irving		22,155	.0111		.0204	88	48	6,908	538	1,032	906	1,158	3,599	1,910	4,108	1,235
Dawson		24,115	.0120	3,953	.0128	95	91	5,273	981	1,963	529	739	7,546	2,648	2,427	612
Lamesa		22,410	.0112		.0091	111	137	4,798	942	1,941	529	694	7,546	2,051	2,364	612
Doaf Smith	1	29,550	.0103	6,227	.0079	116	151	3,604	545	1,521	931	634	5,413	1,846	3,666	356
Hereford		19,236	.0096		.0059	148	240	3,604	505	1,521	803	634	5,413	1,492	3,665	356
Delta		4,417	.0022	2,454	.0024	67	61	1,323	94	355	134		1,252	237	505	88
Denton		46,891	.0234	3,751	.0235	89	89	10,790	1,660	5,142	1,795	1,784	12,599	3,767	4,093	1,711
Denton		33,129	.0166	-	.0172	99	96	7,439	1,363	4,422	1,692	1,465	8,330	2,326	2,305	1,457
De Witt	l	24,433	.0122	3,941	.0103	83	96	5,111	1,432	2,170	902	604	5,940	2,058	2,696	740
Dickens		5,785		3,403	.0034	94	81	1,216	147	185	364	239	1,901	691	611	105
Dimmit		4,957	.0025	2,065	.0035	61	38	901	77	80	146	241	2,301	411	400	161
Denley		5,261	.0026	3,507	.0027	87	84	1,287	208	193	222	108	1,371	635	632	179
Duval		7,106	.0036	2,221	.0051	63	44	2,299	483	362	286	368	1,238	1,147	408	402
Eastland		23,253	.0116	3,577	.0103	90	101	8,570	1,077	1,664	731	829	6,973	2,786	1,747	799
Ector	247	114,669	.0573	4,880	.0827	113	123	28,330	5,072	10,969	7,583	7,223	26,435	10,033	7,535	3,014
△Odessa		109,442	.0547		.0505	118	128	25,535	4,754	10,849	7,582	7,222	26,435	9,249	7,445	2,959
Edwards		1,552	.0008	1,940	.0012	60	40	526	100	33	54			285	199	171
Eliis		37,548	.0187	3,004	.0195	78	75	10,868	1,243	2,721	823	1,503	8,726	4,220	4,039	1,211
Waxahachie		17,644	.0088		.0080	93	102	4,963	577	1,356	260	991	4,104	1,599	1,913	557
El Pase	45	309,911	.1548	4,328	.1580	92	90	71,215	19,383	51,527	21,261	19,990	61,888	20,713	17,921	9,633
▲El Paso		283,946	.1419		.1390	91	93	61,583	17,183	50,558	20,779	19,120	58,663	18,202	14,289	8,744
Erath		18,563	.0093	3,871	.0078	84	103	3,814	496	1,207	880	739	3,482	1,428	2,558	548
Stephenville		18,179	.0086		.0048	102	140	2,545	396	959	503	666	2,731	1,043	1,409	339
Palls		18,565	.0093	2,856	.0002	70	70	4,704	848	869	948	1,088	3,480	1,262	1,796	801
Marlin		12,210	.0061		.0044	94	130	2,809	675	614	784	905	2,421	821	1,039	490
Fannin		18,459	.0092	2,529	.0095	88	88	5,913	620	1,555	935	596	3,788	1,807	2,014	641
Fayette		19,051	.0095	3,342	.0965	78	85	4,838	1,477	1,956	807	619	3,196	1,884	2,207	428
Flaher		8,305	.0032	2,627	.0040	75	60	1,877	243	230	380	113	1,759	786	510	200
Floyd		15,323	.0076	5,473	.0061	105	131	4,032	309	546	725	884	3,598	1,110	2,952	480
Feard		2.337	.0012	2,125	.0017	77	55	514	80	137	43	116	787	151	337	112
Fort Bend		41,699	.0208	4,964	.0166	84	106	9,442	2,161	2,486	1,156	1,109	12,902	3,678	5,944	518
Rosenberg		24,370	.0122		.0073	120	200	4,213	799	1,255	890	586	10,228	1,927	2,176	479
Franklin		3,501	.0018	2,739	.0018	69	69	478	124	335	77	228	1,585	466	34	84
Freestone		10,479	.0053	2,994	.0050	70	78	3,132	376	844	359	248	2,357	1,114	949	385

² General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 13, under heading "Mail Order."

SM Standard (▲) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 13.

⑤ SM, 1958.



 all this in the richest market of them all, and served by

# WFAA RADIO

WFAA Radio reaches out to 4,998,200 people!

WFAA Radio blankets an area where 1957 retail sales hit \$5,690,194,000!

WFAA Radio means a bonanza in effective buying income of \$7,350,303,000!

... and, you'll find WFAA-820* the most "listened-to" station in the entire State of Texas. Based on NCS No. 2.

GASOLINE, SERVICE STATIONS \$483,399,000



*shares time with WBAP

Represented by Edward Petry & Company-Radio Services of The Dallas Morning News



IF YOU ARE BUYING

#### TEXAS MARKETS

YOU SHOULD BE BUYING THE

#### BEAUMONT

MARKET

- TEXAS COUNTIES
- LOUISIANA PARISHES 6
- POPULATION 520,300
- TOTAL INCOME 5783,498,000
- . TOTAL RETAIL SALE 601,453,000

**Beaumont Enterprise** Beaumont Journal

COMBINED CIRCULATION

90,763

**Sunday Enterprise** 

75,488

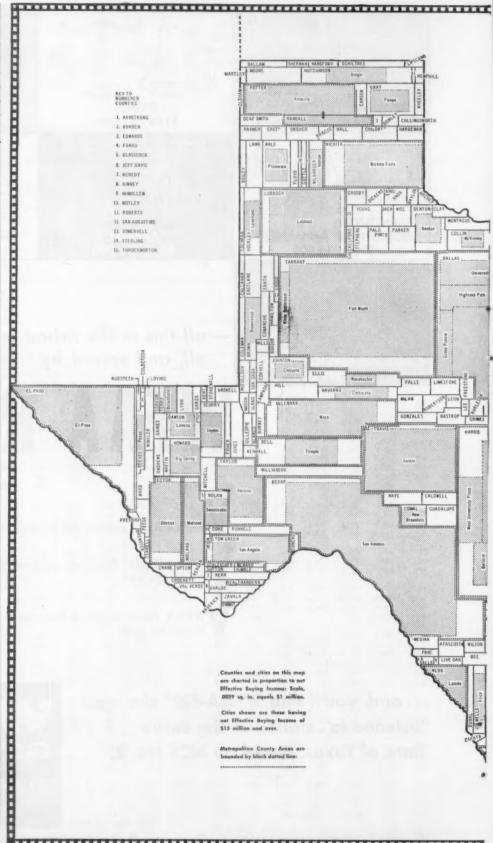
Publishers Statement, Sept. '57 as filed with ABC subject to adit.

SOURCE: SALES MANAGEMENT 1958 ESTIMATE

BEAUMONT ENTERPRISE

BEAUMONT JOURNAL

The Branham Co.,



..... **TEXAS** Copyright by Sales Maragement .......

Sales & Employment are UP in Our Area

LOOK WHAT

### Beaumont

HAS TO OFFER

- FOOD SALES
  - 153,600,000
- EATING AND DRINK-ING PLACES SALES

536,375,000

. GEN. MDSE. SALES

\$71,502,000

. APPAREL SALES

\$37,684,000

• FURNITURE - HOME APPLIANCE SALES

\$33,368,000

AUTOMOBILE SALES

\$138,388,000

- GAS STATION SALES
   564.662.000
- LUMBER BUILDING HARDWARE SALES

47,549,000

DRUG SALES

\$20,706,000

SOURCE: SALES MANAGEMENT 1958 ESTIMATE

BEAUMONT ENTERPRISE

BEAUMONT JOURNAL

BEAUMONT TEXAS

represented by

The Branham Co.,

Ш



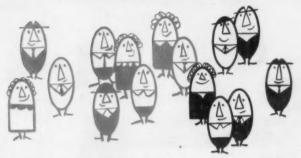
TEXAS	Me-			RET	TAIL S	ALES-	SM)	STIMA	TES, 1	957		The		ymbols ma by SALES		
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Frio		6,214	.0031	2,301	.0041	61	46	1,328	409	270	100	87	1,725	786	881	217
Gaines		18,684	.0093	7,785	.0082	119	179	3,947	610	819	556	852	5,791	2,855	1,881	471
Galveston	88	139,651	.0698	3,774	.0709	98	98	36,113	14,770	13,086	10,324	7,758	19,055	12,352	9,887	5.780
▲Galveston		91,087	.0455		.0440	104	107	20,460	10,705	9.099	8,434	6.322	11,798	7,153	5.524	3,798
Texas City		26,382	.0132		.0166	90	72	9,154	1,486	1,776	1,588	962	4,294	2,299	2,459	1,011
Garza		6,561	.0032	3,645	.0037	88	76	1,517	388	258	288	422	1,756	632	904	188
Gillespie		13,099	.0060	4,419	.0052	91	121	1.764	706	1.504	458	880	2,858	1,272	1.610	296
Glasscock		151	.0001	758	.0005	83	17	40		9	• • •		***	73		18
Goliad		3,782	.0018	2,848	.0019	86	82	1,351	241	96	215	106	414	631	394	103
Genzales		23,088	.0115	4,278	.0092	77	96	6,020	712	1,150	608	196	3,313	1,116	1,380	414
Gonzales		15,944	.0090		.0043	113	211	4,586	\$10	524	518	137	2,074	709	1,065	174
Gray		37,700	.0188	4,008	.0182	108	100	8,610	1,710	3,260	1,678	1,576	10,887	3,870	2,181	1,573
Pampa		34,120	.0170		.0153	113	125	7,600	1,577	3,166	1,580	1,484	10,174	3,151	1,004	1,441
Grayson		84,528	.0422	3,395	.0401	26	91	20,095	2,758	7,233	4,887	4,005	25,092	7,708	5,649	2,191
Sherman		38,307	.0191		.0160	99	119	8,251	1,208	3,510	2,718	2,600	12,763	2.007	2.543	922
Denison		30,797	.0154		.0134	93	107	7,825	966	2,714	1.970	1.741	9,378	3,112	1,393	838
Gregg	231	98,951	.0494	4,581	.0423	102	119	18,876	5,130	9,393	5,935	4,681	28,871	7,458	6,134	2,701
△Longview		51,664	.0258		.0243	98	104	10,679	2,404	7,389	3,730	2,656	11,759	3,937	3,633	1,408
3Kilgore		26,090	.0130		.0109	114	135	4,338	1.078	1,136	1,586	1,028	9,886	1,720	1.337	749
4Gladewater		15,219	.0076		.0049	136	211	2.684	628	575	541	786	6,962	1,028	728	829

³ Kilgore is in Gregg and Rusk counties. 4 Gladewater is in Gregg and Upshur counties.

³M Standard (4) and Potential (A) Metropolitan County Areas.
Before using these figures read foreword, page 13.

Have you kept up with the Dallas growth story?

#### DALLAS' 10-YEAR GROWTH* EXCEEDS THE TOTAL PRESENT POPULATION



Spokane

or Des Moines

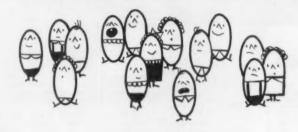
or Mobile

or Scranton

or South Bend

*The Dallas Metropolitan Area's population in 1947 was 550,000; on January 1, 1957, Sales Management placed it at 823,900. Growth 273,900. The 1957 metropolitan area populations of these well known cities were all less than that figure.

#### DALLAS' 10-YEAR BABY CROP* ALONE EXCEEDS TOTAL PRESENT POPULATION



of Ann Arbor

or Jackson, Miss.

or Macon

or Portland, Me.

*Live births in Dallas Metropolitan Area 1947-1956 inclusive totaled 177,572. The 1957 metropolitan area populations of these well known cities were less.

# AND DALLAS IS THE HUB OF AN INTEGRATED REGIONAL MARKET THAT IS GROWING ALMOST AS FAST.

To sell and serve this market Dallas offers:

- * Greatest banking facilities in a 40-state area.
- ★ More planned-industrial-centers than any other city in the U. S.
- ★ Transportation and communication position superior to any competitive city.
- ★ Greater Effective Buying Income per family than any competitive city.
- ★ Greater consumer population within any radius than any competitive city.
- ★ Balance of financial, wholesaling, and diversified manufacturing activity.
- * Efficient, business oriented, non-political local government.



THE DALLAS SOUTHWEST:

20.5 million people . . . \$28 billion E.B.I.

All requests for information will be given prompt, comprehensive, and confidential handling.

#### DALLAS CHAMBER OF COMMERCE

Industrial Department • 1101 Commerce Street • Dallas, Texas • Riverside 7-8451

MAY 10, 1958

# HOUSTON'S FAMILY STATION!

- BETTER LOCAL SHOWS
- BETTER PRODUCTION
- · ABC's GREAT NEW LINEUP

# HOUSTON'S BEST BUY!

- · EQUAL RATINGS
- . LOWER RATES
- EXCLUSIVE
   MERCHANDISING PLAN



## KTRK-TV

The Chronicle Station, Channel 13

P. O. Box 12 • Houston 1, Texas • ABC Basic Houston Consolidated Television Co. • General Manager, Willard E. Walbridge • Commercial Manager, Bill Bennett National Representatives: Geo. P. Hollingbery Company 500 Fifth Avenue • New York 36, New York

TEXAS	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957		The		ymbols ma by SALES		
COUNTIES CITIES (continued)	tro- poli- tan Area	Tetai Retail Sales (\$000)	% of U.S.A.	Per Haid, Retail Sales	Buying Power Index	Quality	Index of Sales Preduction	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Grimes		12,242	.0082	3,601	.0050	75	93	3,429	335	1,377	135	466	2,814	1,224	1,467	39
Guadalupe		29,533	.0147	4,046	.0123	80	95	6,742	1,676	2,077	888	1,816	5,594	4,630	3,445	68
Seguin		23,560	.0118		.0080	100	148	4,379	1,035	1,346	828	1,816	5,594	3,870	2,630	65
Hale		54,970	.0275	5,497	.0227	110	133	11,013	1,337	5,437	2,460	2,674	13,618	4,502	7,091	1,57
Plainview		41,790	.0209		.0156	127	170	7,231	995	4,551	2,006	3,432	12,540	2,028	5,443	1,19
Hall		6,215	.0031	2,220	.0045	76	53	1,959	240	445	267	246	1,316	856	875	30
Hamilton		7,694	.0038	2,748	.0039	74	72	1,286	219	558	222	184	1,639	1,404	1,058	23
Hansford		5,875	.0029	4,896	.0031	111	194	1,161	291	253	79	338	1,527	443	890	23
Hardeman		8,240	.0042	2,747	.0047	85	76	2,197	381	804	498	348	1,789	789	987	23
Hardin		18,673	.0093	3,276	.0001	78	77	4,199	1,119	1,168	575	741	4,367	3,111	1,229	78
Harris	64	1,487,321	.7430	4,215	.7290	106	108	360,527	87,675	197,938	91,204	88,852	309,723	112,882	91,489	47,65
▲ Houston		1,271,522	.6352		.5888	111	120	283,774	78,107	184,711	84,235	78,308	270,646	89,572	73,995	40,22
Baytown		56,819	.0284		.0207	125	171	18,523	2,066	6,016	2,816	3,143	12,940	3,478	2,591	1,97
Pasadema		67,691	.0338		.0323	99	104	20,555	1,873	4,123	2,874	4,783	17,413	6,664	5,532	1,84
Bellaire		10,853	.0054		.0117	91	42	5,042	175	578	46	320	***	1,527	1,154	1,07
Place		3,030	.0015		.0096	103	16	2,560	***	***	101		200	110	***	**
Harrison		37,026	.0185	2,743	.0203	70	63	9,340	1,007	4,805	1,972	1,993	8,170	4,290	2,840	92
Marshall		31,641	.0158		.0140	86	98	7,763	819	3,567	1,930	1,884	7,809	2,579	2,605	87
Hartley		1,300	.0007	2,600	.0010	111	78	48	75		***	***	63	183	356	4
Haskell		9,938	.0049	2,923	.0058	79	67	2,834	365	488	653	562	1,825	1,060	1,542	41
Hays		18,492	.0093	3,626	.0093	76	76	3,475	888	1,523	756	1,109	4,666	2,864	1,468	60
San Marcos		16,093	.0080		.0069	79	92	2,677	740	1,337	756	1,069	4,666	2,480	1,017	54
Hemphill		4,046	.0020	3,372	.0022	92	83	832	154	76	171	108	911	447	930	10
Henderson		19,370	.0097	3,655	.0080	78	92	4,778	405	1,260	453	743	5,473	1,738	2,040	64
Athens		13,854	.0069		.0039	122	216	3,041	322	1,002	415	638	3,732	1,077	1,494	38
Hidalgo	189	115,188	.0575	2,461	.0726	61	49	27,793	5,761	12,779	5,269	5,972	23,398	7,925	11,878	3,87
△McAllen		39,868	.0199		.0155	87	112	7,208	1,641	6,448	3,530	2,911	10,657	1,732	2,332	1,27
Edinburg		15,582	.0078		.0072	72	78	4,053	998	1,449	279	591	3,195	1,940	1,869	54
Weslaco		14,496			.0064	75	85	2,563	553	1,183	612	324	5,464	675	1,812	44
Meroedes		6,632	.0033		.0046	61	43	1,851	368	618	341	374	1,162	515	532	10
Mission		12,845			.0058	67	74	3,308	620	1,381	180	676	1,068	743	1,574	27

SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

THE
HOUSTON
POST
NOW READ
BY MORE
TEXANS
THAN ANY
OTHER
NEWSPAPER

#### FIRST IN THE SOUTH'S LARGEST MARKET

Your advertisement is seen by more Texans in The Houston Post than in any other newspaper because The Houston Post has the highest weekday circulation, (213,198*).

An important reason for The Post's push to first place is its alert, far-ranging news coverage—"written and edited to merit your confidence." During the past five years, The Houston Post has won 65 state-wide and national journalistic awards and has staked a reputation as the Southwest's most readable daily. Texans last year paid \$355,000 more to read The Post, (based on The Post's subscription rate of 20c more per month than that of any other Texas daily).

#### FIRST IN RETAIL LINAGE GAINS

The Houston Post's fifth consecutive gain in retail linage last year comes on top of a nearly 2,000,000 line gain in total retail advertising, 1956. Each year for the past five years The Post has shown an increase in its share of total retail and general advertising linage of the three Houston dailies. The Houston Post is the only Houston newspaper enjoying five years of continuous linage gains.

The Post's push to first place in Houston bears great significance to the advertiser who constantly must keep abreast of changing trends in major markets and media. It is well to remember to obtain greatest coverage of Houston — the South's largest market—you need the best read newspaper: The Houston Post.

*ABC 9-30-57

President

W. P. Hobby, Chairman of the Board Oveta Culp Hobby,

# THE HOUSTON POST

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT

MAY 10, 1958

713

# KFDM-TV

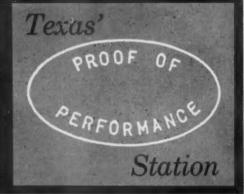
BEAUMONT . PORT ARTHUR . ORANGE

- Twenty NCS #2 Counties
- Largest Audience Sign On—Sign Off.
- Most Experienced Station
- 154,000 Sets in Coverage Area

CBS ABC

C. B. Locke, Executive Vice President & General Manager Mott Johnson, Sales & Operations Manager

See Peters-Griffin-Woodward, Inc.



TEXAS	Me-			RET	TAIL S	ALES-	SH E	STIMA	TE8, 1	957		The	"SM" s	mbols ma	rk original MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
H011		22,972	.0115	2,836	.0120	78	75	5,738	996	1,430	823	1,221	5,463	2,813	3,178	681
Hillsboro		13,373	.0067	-	.0050	100	134	2,925	466	996	538	470	4,111	1,532	1,664	277
łockley		23,393	.0117	3,809	.0124	96	91	5,822	885	1,679	711	778	8,640	2,272	30488	501
Levelland		19,279	.0096		.0081	114	135	4,008	454	1,546	633	742	6,498	1,444	2,779	410
lood		7,849	.0036	5,884	.0028	100	146	1,445	233	803	59	88	2,985	784	576	167
lopkins		24,008	.0120	4,016	.0098	83	103	5,085	590	1,523	982	1,131	8,709	1,389	1,774	667
Sulphur Springs		21,801	.0109		.0067	114	185	4,553	306	1,029	981	1,131	8,679	1,150	1,737	628
louston		16,965	.0085	3,326	.0075	71	81	4,800	388	962	829	656	3,815	1,043	2,165	478
loward		53,773	.0200	5,721	.0218	111	137	11,529	2,945	4,767	2,371	1,809	14,609	6,146	3,154	1,492
Big Spring		49,312	.0246		.0190	119	154	10,612	2,508	4,717	2,371	1,728	14,527	5,618	2,724	1,441
Hudspoth		2,500	.0012	2,500	.0017	63	44	321	303	766				634	379	99
funt		41,308	.0207	3,305	.0192	81	87	9,516	1,286	4,012	1,874	2,830	12,232	2,780	3,646	1,378
Greenville		27,947	.0140		.0108	96	124	6,098	973	2,980	1,666	2,110	7,304	1,809	2,697	996
futchinson		38,686	.0193	3,650	.0219	101	89	9,687	1,850	2,364	2,316	3,087	10,251	3,586	1,572	1,784
Borger		35,493	.0177		.0163	114	124	8,959	1,519	2,355	2,261	3,033	10,251	2,425	1,341	1,671
Irion		513	.0003	1,283	.0006	87	33	162	39	82	24			184	36	36
Jack		7,040	.0035	3,705	.0032	91	100	1,534	438	411	182	218	1,684	1.814	844	213
lackson		16,001	.0000	4,445	.0069	90	104	3,451	576	982	728	214	3,889	1,994	2,374	858
Jasper		17,583	.0088	3,319	.0004	69	73	3,088	379	2,579	878	839	5,496	1,025	510	844
leff Davis		553	.0002	1,108	.0008	87	17	240	50	81			50	118	25	19
lefferson	15	304,155	.1520	4,421	.1412	103	111	77,288	18,429	37,686	20,488	16,573	61,883	23,730	20,165	10,098
▲Beaumont		173,898	.0869		.0731	100	130	40,591	8,631	23,582	12,702	9.194	38,989	12,665	11,082	5,493
▲Port Arthur		105,320	.0528		.0423	114	141	29,337	5,108	12,843	7,402	6,568	20,375	7,922	4,766	3,540
Jim Hogg		3,928	.0019	3,571	.0020	71	68	791	268	271	204	157	938	486	504	147
Jim Wells		28,777	.0144	3,553	.0151	77	73	6,489	1,691	2,497	808	1,633	7,868	2,821	2,879	616
Alice		23,547	.0118		.0105	85	98	5,183	1,279	2,200	728	1,364	6,931	2,039	2,542	395
Johnson,		27,311	.0137	2,460	.0159	77	67	6,470	867	2,334	1,175	1,532	7,017	2,785	2,203	807
Cleburne		20,876	.0104		.0095	91	100	4,621	652	1,917	1,134	1,283	6,492	1,414	1,473	731
Jones		22,327	.0111	3,601	.0107	91	94	5,497	849	2,098	470	786	5,883	2,437	2,712	672
Karnes		12,910	.0068	3,310	.0088	73	70	3,305	831	1,349	228	578	2,576	1,116	1,353	404
Kaufman		32,368	.0101	4,559	.0123	80	105	7,092	774	2,177	796	1,243	10,123	3,588	4,298	717
Terrell		17,526	.0088		.0061	90	129	3,909	526	843	473	826	5,969	1,730	2,397	308
Kendall		5,681	.0028	3,501	.0026	81	86	1,057	348	474	63	111	1,561	714	535	231
Kenedy		74	.0001	740	.0002	67	33	***	28	46	***	***	***	***	***	***
Kont		1,023	.0005	2,558	.0007	88	63	318	39	***	48	41	158	133	154	82
Korr		18,768	.0094	4,365	.0080	93	100	3,873	970	2,432	738	665	5,753	1,150	1,793	375
Kerrville		16,559	.0083		.0061	109	148	3,187	864	2,397	738	631	5,753	874	926	375
Klmble		4,383	.0022	3,653	.0020	80	88	805	237	393	165	68	697	883	582	06
King		386	.0001	1,945	.0004	67	17	***	133	***	***	***		256	***	***
Kinney		1,408	.0008	2,812	.0000	82	73	210	123	205			486	194	***	84
Kleberg		30,418	.0151	4,345	.0146	90	93	7,156	1,856	2,583	848	1,681	9,815	2,608	2,297	893
Kingsville		29,944	.0150		.0139	94	101	7,045	1,668	2,582	848	1,638	9,815	2,476	2,297	694
(nox		11,550	.0058	4,446	.0053	96	105	3,410	337	1,233	109	340	2,548	1,129	1,596	377
amar		34,607	.0173	2,883	.0177	71	69	8,130	1,006	3,829	2,553	1,433	7,597	2,757	3,544	1,512
Paris		81,227	.0156		.0126	88	109	7,124	936	3,608	2,552	1,378	6,962	2,035	3,166	1,377
ambdma		23,384	.0167	5,655	.0128	102	134	9,366	1,378	1,941	1,302	1,404	7,934	1,784	5,226	710
Littlefield		18,331	.0092		.0087	116	188	4,379	574	1,386	1,098	1,306	5,464	973	1,632	565
ampasas	-	11,530	.0057	3,976	.0046	85	108	2,061	512	529	412	526	3,488	1,142	817	354

SM Standard (A) and Potential (A) Metropolitan County Areas. © SM, 1958.

Before using these figures read foreword, page 13.

# EXPANDING WITH THE LUBBOCK MARKET .... SOON 5000 WATTS!

Expanding to keep pace with Texas' fastest growing market, KSEL will soon be 5,000 watts. It is one thing to be the fastest growing market in the nation and it is still another thing to keep up with that market. Your dollars will be well spent when you use KSEL . . . reaching out to give you an even bigger market basket.

National Representative WM. G. RAMBEAU CO. New York, Chicago, Minneapolis, Los Angeles and San Francisco

ABC 950 KC AM LUBBOCK, TEXAS

93.7 MC

FM

Southwestern Representative CLYDE MELVILLE CO. Dallas, Texas "MOST LISTENED-TO STATION ON THE SOUTH PLAINS" OF TEXAS



TEXAS	Me-				AIL S	ALES-	SM) E	STIMA		957		aive	estimate	s by SALES	rk original MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparei (\$000)	Furn Heuse- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (\$000)
La Salle		3,723	.0019	2,068	.0028	61	41	725	193	615	42	109	950	362	159	280
Lavaca		19,441	.0007	3,600	.0082	78	90	6.992	925	1,867	426	395	3,931	1,632	1.711	417
Lee		6,869		2,987	.0034	67	67	1,216	380	591	192	255	1,581	919	801	173
		.,		2,000				.,	500				.,			
Leon		6.973	.0035	2.682	.0034	64	88	1.951	400	884	86	139	634	1,528	421	263
Liberty		40,066	.0200	5,137	.0151	93	123	9,270	1,784	1,937	1,470	1,339	10,214	3,927	7,359	1,054
Liberty		18,404			.0049	163	307	3,021	849	798	1,101	479	5,124	1,168	4,774	450
Limestone		17,188		3,125	.0080	71	77	4,780	648	1,409	1,014	583	4,881	978	1,380	574
Lipscomb		3,672	.0019	3,338	.0020	95	90	615	90	180	74		1,147	443	587	131
Live Oak		6,075	.0030	3,197	.0032	71	87	1,754	525	177	69	181	1,360	950	481	311
Liano		6,412	.0032	4,008	.0027	93	110	1,074	505	1,320	133	103	1,453	611	388	213
Loving		38		4,008	.0001	93	110	***	24	***	***		***		***	***
Lubbock	85	204,718		4,274	.1030	104	103	38,575	7,428	28,806	10,306	10,245	52,717	14,919	24,447	5,49
▲Lubbock		190,187	.0950		.0904	111	117	33,686	6,954	27,686	10,237	9,773	50,681	13,482	21,976	5,03
Lynn		11,212	.0056	4,004	.0058	97	93	2,623	186	650	441	65	4,308	647	1,491	254
McCullech		10,384		3,461	.0052	86	85	2,011	331	784	330	198	3,516	1,414	786	324
McLennan	156	166,451	.0831	3,963	.0760	91	100	38,977	10,692	23,190	6,802	8,513	37,383	12,617	12,042	6,512
▲Waco		146,501	.0732		.0612	100	119	33,214	8,861	21,675	6,328	8,017	33,618	10,328	10,369	5,694
McMullen		188	.0001	470	.0005	50	10	51	44	33	***	• • • •	***	66		***
Madison		10,220		6,017	.0032	94	150	1,811	214	393	419	254	4,231	758	1,157	110
Marion		6,562		2,983	.0033	85	85	1,526	311	696	220	101	2,195	846	193	210
Martin		10,534	.0053	7,524	.0038	115	161	1,876	156	120	277	219	5,583	848	620	204
Mason		3,410		2,442	.0021	78	63	673	108	131	137	156	490	643	282	100
Matagorda		28,952		3,966	.0133	89	97	7,268	1,362	1,281	1,097	963	7,419	2,995	3,334	1,260
Bay City		22,437			.0086	110	144	5,404	978	976	955	937	6,208	2,031	2,394	1,027
Maverick		10,750	.0054	3,468	.0056	66	64	2,745	649	1,762	1,471	***	1,805	879	948	210
Medina		13,885		3,018	.0073	89	66	3,551	896	1,770	232	449	3,614	1,544	804	450
Menard	12.0	3,844		3,495	.0019	86	88	601	183	276	69	53	560	556	288	127
Midland	240	91,077		5,520	.0409	129	144	21,181	5,005	4,832	7,315	4,881	25,560	7,084	6,586	3,442
△Midland		89,655	.0448		.0397	133	150	20,885	4,846	4,760	7,315	4,880	25,373	7,084	6,227	3,442
Milam		22,394		4,147	.0083	. 79	107	6,629	1,166	1,471	596	614	4,712	2,310	2,970	514
Mills		5,950		4,250	.0025	89	104	2,813	202	132	135	122	411	365	587	143
Mitchell		11,760	.0059	2,888	.0071	84	60	3,302	453	988	366	779	3,006	1,156	1,001	384
Mentague		21,346		4,744	.0080	98	129	4,597	880	975	825	619	5,768	2,243	2,655	763
Montgomery		22,836	.0114	3,262	.0107	78	81	5,829	1,385	2,438	759	1,010	6,789	2,494	696	627
Conroe		16,715			.0057	110	162	4,556	904	1,494	758	1,010	4,469	1,635	696	574
Moore		17,016	.0085	2,210	.0142	86	81	4,298	1,103	720	488	568	3,728	2,370	2,151	284
Morris		10,481	.0052	4,367	.0039	76	102	3,025	227	808	340	624	2,857	1,416	1,028	451
Motley		2,439	.0012	2,439	.0016	84	63	708	53	80	60	239	370	349	427	100
Nacogdoches		24,413	.0122	3,052	.0124	73	71	6,957	632	1,323	1,411	1,163	4,371	2,488	1,297	900
Nacogdoches		20,850	.0104		.0081	93	120	5,310	532	1,001	1,384	1,057	4,257	2,360	1,107	800
Navarro		33,878	.0170	3,196	.0161	80	34	9,546	1,085	4,390	1,062	2,011	6,284	3,797	3,200	1,05
Corsicana		28,351	.0142		.0124	89	101	7,600	947	4,058	1,062	1,926	5,025	2,592	2,748	863
Newton		6,548	.0032	2,847	.0033	61	59	1,496	153	788	90	376	989	2,117	155	221
Nolan		23,688	.0119	3,948	.0114	99	103	8,787	791	2,288	1,250	1,058	6,838	2,565	1,400	591
Sweetwater		20,786	.0104		.0098	104	111	5.112	671	3,111	1,218	980	6,192	2,018	1,124	521

# Just Plain Facts

There Are

over 50,000
Television Sets

in This Market . . .

Population Families Income

275,300 79,400 \$439,060,000

Sales \$313,536,000

Sales per \$3,890

KCTV CHANNEL 8

SAN ANGELO, TEXAS

J. H. HUBBARD, GENERAL MANAGER

Affiliations

CBS (Interconnected) . Film: NBC and ABC

TEXAS	Me-			RET	AIL S	ALES-	SH E	STIMA	TES. 1	957					rk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Nuocos	34	282,315	.1410	4,170	.1378	93	86	65,072	18,832	35,871	13,119	12,381	60,813	23,431	28,176	8,50
▲Corpus Christi		249,686	.1247		.1036	105	126	55,945	16,334	34,520	12,206	11,859	56,094	19,350	21,443	7,78
Robstown		18,344	.0002		.0060	98	151	4,790	1,177	941	626	239	4,050	1,566	2,941	56
Ochiltree		16,088	.0000	8,045	.0068	166	195	2,139	258	517	457	377	3,161	1,686	1,579	24
Perryton		15,086	.0075	-	.0059	150	203	2,139	229	517	457	377	2,701	1,625	1,124	24
Oldham		2,277	.0012	5,693	.0009	113	150	38	179	263			129	834	377	5
Drange	1 1	48,798	.0244	2,887	.0290	82	69	14,337	2,724	2,528	2,265	3,855	9,776	8,968	2,093	1,150
Orange	1 1	40,526	.0202		.0180	100	112	11,418	1,853	1,713	2,265	3,377	9,640	5,678	1,167	840
Palo Pinto		25,481	.0127	4,247	.0100	93	119	5,972	2,884	1,386	980	1,343	7,408	2,270	1,291	79
Mineral Wells		20,381	.0102		.0075	103	140	5,057	1,743	1,070	942	1,261	6,356	1,357	1,004	62
Panola		12,701	.0063	3,024		71	08	3,244	410	1,116	772	517	3,663	1,578	580	38
Parker		21,654	.0108	2,928	.0112	81	78	3,856	782	1,038	1,027	757	7,853	1,923	1,824	48
Weatherford	1 1	19,552	.0098		.0075	104	136	3,362	581	762	990	685	7,853	1,625	1,396	41
Parmer	i i	10,690	.0054	7,127	.0042	124	159	2,432	162	170	187	200	2,376	1,174	2,358	33
Pecos		11,328	.0000	4,198	.0055	89	90	2,342	947	807	567	201	2,437	1,765	1,644	44
Polk		11,739	.0059	3,173	.0058	74	76	3,528	423	1,305	152	257	3,248	1,300	563	36
Potter	6	192,280	.0061	5,073	.0822	117	137	30,891	10,257	22,224	16,147	10.017	52,143	16,261	11,907	6,56
5▲Amarillo		193,421	.0966		.0886	117	130	33,216	9,571	22,261	16,103	10,055	50,710	15,827	12,978	6,78
Presidie		5,272	.0028	3,766		78	79	1,325	270	246	360	379	1,417	283	242	17
Rains		1,456	.0007	2,427	.0009	80	47	505	48	76		***	487	58	74	10
Randall	6	17,176	.0086	2,489	.0139	103	84	4,532	984	1,871	392	69	2,406	2,227	2,438	70
Reagan		4,718	.0024	5,242	.0024	109	100	1,372	386	103	119	85	979	744	495	20
Real		1,050	.0005	1,500	.0009	56	31	370	59	78		74		288	64	8
Red River	1 1	10,478	.0052	2,096	.0060	59	51	3,164	294	1,150	421	222	2,054	962	1,072	45
Reeves		24,238	.0121	4,947	.0108	101	113	6,004	1,380	2,238	967	429	3,901	2,336	3,411	78
Pecca		21,497			.0084	101	129	5,114	1,208	1,773	916	387	3,901	1,898	2,943	62
Refugie		11,693	.0059	4,497	.0053	95	105	2.582	891	1.064	182	304	2,118	1,602	2,180	45
Roberts	1 1	2,164	.0011	7,213	.0008	160	220	212	147	.,,,,,		148	616	411	177	11
Robertson		18,984				72	84	3,237	863	1,469	280	447	6,130	1,475	1,565	54
Rockwall		7,938	.0040	5,670	.0027	90	133	1,330	203	246	59	360	3,280	635	1,256	18
Runnels		20,754		4,827	.0085	98	120	4,448	683	841	1,228	830	6,120	3,184	2,240	57
Rusk		33,493		2,768		75	67	7,524	804	2,437	1,611	2,177	9,172	3,849	2,321	84
Henderson 3Kilgore		22,013	.0110		.0077	115	164	3,994	530	1,209	1,408	1,603	7,085	2,121	1,789	48
Sabine		5,873	.0029	3,263	.0029	69	69	1,500	187	674	179	131	1,626	278		28
San Augustine		6,746	.0034	3,968	.0026	88	89	2,242	108	409	432	176	1,552	408	528	11
ian Jacinto		1,307	.0007	817	.0018	49	19	380	18	450	***	***	143	168	33	. 1
lan Patricie		39,597	.0197			76	82	9,793	2,115		1,202	1,215	9,208	4,419		1,41
San Saba		6,850 4,341	.0035	3,114 6,201	.0034	100	80 140	1,852 868	138 236	390 48		102	1,116	495 625	600 221	23
					1											
Source		31,620		3,437	.0177	97 121	87 144	8,956 8,502	1,583	1	1	1.051	8,252	4,018		1,10
Suyder		29,620		4 000		96	113		1,450			1,051	8,252	3,171	2,425	99
Shackelford		5,136						1,303		1	1	251	1,771	582		
Shelby		22,703	.0113	4,204	.0085	77	103	4,696	537	1,079	861	375	5,048	1,801	1,704	51
Shorman		3,012	.0015	4,303	.0019	136	107	480	96	289	23	87	601	360	662	32

³ Kilgore is in Gregg and Rusk counties. 5 Amarillo is in Potter and Randall counties.

The Abilent Reporter-Arms Texas' Top Award Winning Newspaper IN 75,000 POPULATION CLASS

FIRSTS IN 1957 ASSOCIATED 5 PRESS ANNUAL CONTEST ASSOCIATED PRESS FIRSTS 34 ASSOCIATED PRESS AND IN PAST ELEVEN YEARS.

WE point with pride to these first place awards presented to us by The Associated Press and pledge to our national advertisers to continue improving this necessary. national advertisers to continue improv-ing this newspaper to increase reader-ship of news and advertising in the homes of our subscribers.

### Population of ABILENE Jumps

67% In Past Seven Years!

CITY POPULATION

1950 - 45,570

1957 - 67.600

REPORTER-NEWS CIRCULATION 1950 - 42,1421957 - 52,065

Oil Production For 15 County Area 1950—627 Million Barrels 1957—1000 Million Barrels

80 Million Dollar
Air Force Base opened in 1956 and now staffed with 6000 men with annual payroll of \$25,000,000.

# The Abilene Reporter-Rews

Represented By: Texas Harte-Hanks Newspapers New York-Atlanta-Dallas-Chicago

TEXAS	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957					rk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% ef U.S.A.	Per Hald. Rotail Sales	Buying Power Index	Quality index	Index of Sales Production	Food (\$800)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$800)	Auto- motivo (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Smith	274	95,845	.0478	3,994	.0430	89	99	22,166	3,174	8,372	7,569	5,784	21,404	8,824	7,769	5,287
△Tyler		86,932	.0434		.0353	104	128	19,468	2,853	7.624	7,293	5,698	20,571	5,801	6,891	4,601
Semerveil		1,655	.0009	2,068	.0011	79	64	596	40	49		77	387	73	94	85
Starr		7,485	.0037	2,415	.0047	53	42	1,906	298	1,418	100	294	1,119	659	1,207	283
Stephens		13,288	.0066	3,797	.0062	97	103	3,786	1,037	679	587	618	3,675	1,011	771	490
Breckenridge		11,561	.0058		.0050	106	123	2,535	734	588	587	617	3,675	965	772	491
Sterling		1,886	.0010	6,220	.0007	88	125	301	38	***	105	60	654	266	83	93
Stonewall		3,137	.0015	3,486	.0019	95	75	950	263	139	35	36	842	498	220	91
Sutton		5,448	.0028	5,448	.0022	100	127	1,237	294	299	185	149	948	883	319	138
Swisher		13,517	.0067	5,632	.0080	118	131	2,532	360	801	439	243	3,354	1,100	2,578	543
Tarrant	82	671,282	.3354	3,898	.3333	101	102	151,441	38,334	126,331	28,355	24,473	157,800	45,857	38,029	25,725
2▲Fort Worth		583,731	.2916		.2519	112	120	127,217	31,170	122,560	27,090	21,977	181,512	86,422	29,746	23,739
White Settlement		8,151	.0016		.0055	63	18	1,418	173	181	98			990	143	148
Arlington		48,397	.0242		.0159	129	197	11,125	1,887	1,417	950	2,003	22,331	3,289	3,284	1,185
Taylor	169	103,069	.0514	4,189	.0491	100	105	21,689	8,055	12,395	7,501	8,497	25,622	8,743	6,923	3,346
△Abilene		94,738	.0473		.0426	108	120	19,827	4,656	11,711	7,346	6,380	23,576	7,478	6,018	3,138
Terrell		2,861	.0015	3,168	.0015	88	88	448	263	313	58	75	695	624	81	91
Terry		23,022	.0115	5,481	.0092	100	125	4,821	798	1,616	775	609	6,907	2,027	3,447	449
Brownfield		21,019	.0105		.0074	119	169	4,483	630	1,615	775	609	6,997	1,932	2,595	449
Throckmorton		2,144	.0010	2,382	.0015	75	50	430	48	218	111	148	437	231	353	121
Titus		17,849	.0000	3,798	.0076	78	93	4,676	599	1,083	1,181	1,097	4,262	1,514	1,682	563
Mount Pleasant		15,941	.0080		.0086	95	136	3,874	544	800	1,146	1,000	4,056	1,284	1,629	485
Tem Green	126	91,795	.0458	4,270	.0431	100	106	20,475	5,163	10,865	4,267	5,186	22,245	8,800	6,303	2,783
▲San Angelo		88,797	.0444		.0399	104	116	20,179	4,862	10,791	4,224	5,185	23,228	6,697	6,213	2,633
Travis		213,479	.1087	4,113	.1057	93	94	44,824	15,134	25,518	18,126	12,924	42,570	15,449	16,581	7,007
▲Austin		210,803	.1053		.1033	96	98	44,465	14,708	24,995	18,126	12,924	42,242	15,126	16,339	6,970
Trinity		7,247	.0036	3,151	.0032	70	78	1,631	826	424	177	348	1,633	498	492	170
Tyler		10,001	.0050	3,449	.0047	73	78	1,986	287	1,223	210	113	2,126	1,824	800	243
Upshur4Gladewater		13,826	.0009	2,880	.0069	88	68	4,091	314	861	715	371	3,552		1,249	296
Upton		7,392	.0037	4,620	.0023	108	119	1,958	694	596	143	321	1,238	1,301	629	230
Uvalde		16,659	.0083	3,471	.0081	77	79	3,197	751	2,078	638	989	3,657	1,626	1,587	783
Uvalde		13,460		-,	.0063	90	114	2,688	512	1,507	587	660	3,059	1,442	1,327	521
Val Verde		21,857	.0109	4,461	.0094	78	91	5,265	1,239	1,979	1,205	1,266	6,302	1,834	1,282	596
Del Rio		21,095	.0105	1,131	.0084	77	96	5,166	1,117	1,901	1,205	1,266	6,302	1,743	1,213	598
Van Zandt		17,462		3,358	.0076	78	89	4,114	398	1,086	376	546	6,192	1,672	1,847	494
Victoria		58,771	.0294	5,295	.0237	100	126	15,160	3,039	6,721	2,533	3,498	11,749	4,213	8,116	1,264
Viotoria		56,370	.0282	1	.0166	138	235	13,896	2,569	6,662	2,533	3,455	11,749	3,885	6,017	1,231
Walker		12,271	.0061	2,993	.0071	86	87	3,115	649	962	521	648	3,179	1,451	652	421
Waller		12,928	3000000			90	94	2,455	956	1,978	308	82	3,398			342

2 General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in editorial introduction, starting on Page 13, under heading "Mail Order."

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SM Standard (4) and Potential ( $\Delta$ ) Metropolitan County Areas. 4 Gladewater is in Gregg and Ugshur counties, Before using these figures read foreword, page 13.

COUNTIES	tro-	Total														MENT.
(centinued)	tan Area	Retail Sales (\$000)	% of U.S.A.	Per Hisld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Ward		16,723	.0083	3,558	.0090	80	82	4,043	794	1,095	869	1,177	4,412	2,333	825	35
Monshans		13,940	.0070		.0059	107	127	3,045	530	928	500	1,177	4,234	1,856	877	33
Washington		16,341	.0082	3,268	.0072	73	83 (	3,801	700	2,651	742	709	2,777	1,303	869	69
Brenham		14,082	.0070		.0045	107	167	3,064	560	3,134	742	610	,2,751	1,201	668	50
Webb	77	82,814	.0284	3,475	.0259	88	67	13,009	2,324	7,884	8,090	2,034	8,194	4,047	3,106	1,84
▲Laredo		52,087	.0260		.0242	68	70	12,006	2,246	7,841	8,090	2,010	8,194	3,913	3,106	1,59
Wharton		43,572	.0218	4,446	.0185	89	108	9,801	2,044	2,883	2,098	1,753	11,278	4,105	5,953	1,19
El Campo		15,610	.0078		.0063	113	139	3,440	738	589	708	562	3,681	1,412	3,188	62
Wharton		19,183	.0096		.0050	185	386	3,898	733	910	1,316	1,166	5,942	1,919	1,771	43
Wheeler		9,802	.0048	4,262	.0045	88	96	2,246	520	670	284	324	2,385	1,267	1,332	36
Wichita	162	145,443	.0726	4,132	.0761	99	94	28,796	7,491	14,973	9,305	6,977	34,884	11,687	6,630	5,14
▲ Wichita Falls		118,274	.0591		.0005	108	106	23,273	6,825	14,400	8,583	6,117	30,351	8,973	5,026	4,44
Electra		13,822	.0064		.0040	125	200	1,220	288	126	875	420	1,238	858	654	27
Wilbarger		24,623	.0123	4,245	.0110	98	108	6,733	1,018	2,112	1,489	1,204	5,811	2,380	2,257	87
Vernon		23,365	.0117		.0089	109	143	6,201	988	2,071	1,489	1,204	5,622	2,033	2,194	83
Willasy		13,861	.0000	2,166	.0097	62	44	3,607	500	1,204	305	609	1,993	946	2,250	38
Raymondville		10,131	.0051		.0049	71	74	2,912	426	1,041	305	553	1,791	698	1,658	26
Williamson		35,066	.0176	3,587	.0150	78	87	8,162	2,623	2,780	1,040	875	8,798	3,815	3,525	1,00
Taylor		16,062	.0090		.0063	90	114	4,087	1,010	1,304	931	300	3,536	1,086	2,038	59
Wilson		9,043	.0045	2,917	.0047	63	60	1,922	579	1,638	202	101	1 008	1 000	074	90
Winkler		16,526	.0002	4,861	.0078	112	122	4,229	785	680	848	121 751	1,885	1,026	974 685	28
Kermit		14,915	.0075	4,001	.0078	137	167	3,542	600	583	600	713	5,384	1,966	685	51
Wise		14,841	.0074	3,534	.0087	79	30	4,085	503	463	300	289	5,151 4,391	1,738	000	40
***************************************		14,541	.0074	8,004	.0000	7.0	au	4,000	303	403	300	209	4,401	1,708	1,352	90
Wood		20,698	.0104	4,224	.0002	85	107	4,421	599	1,432	737	1,040	6,815	1,943	1,985	48
Yoakum		7,344	.0037	7,344	.0027	117	161	1,945	428	307	388	318	940	1,300	1,003	27
Young		22,639	.0113	5,031	.0088	106	136	5,017	738	1,024	1,052	1,292	6,784	2,212	2,388	63
Graham		13,483	.0067		.0062	100	108	3,933	418	845	479	724	4,670	1,174	1,255	42
Zapata		977	.0008	977	.0013	45	17	529	90	54		86		147	82	
Zavala	4	6,562	.0033	2,430	.0044	58	43	1,987	344	486	183	344	1,366	627	621	11
Total Above Cities.	77	8,203,249	4.0980		3.6071	105	119	1,809,101	443,486	1,131,751	510,166	420,304	1,943,703	597,602	543,857	264,96
State Tate!	-	10 220 001	F 0700	4 000	F 0041	93		0.407.400								
State Total	-	10,553,681	0.2/23	4,009	5.0641	93	97	2,427,408	300,304	1,291,946	569,859	490,201	2,451,268	881,345	806,918	338,48
METRO. AREAS				RET	AIL 8	ALES-	SM E	STIMA	TES, 1	957						
△Abilene	169	103,050	.0514	4,189	.0491	100	105	21,689	5,055	12,395	7,501	6,497	25,622	8,743	6,923	3,34
Amarillo	0	209,456	.1047	4,675	.0061	115	125	35,423	11,251	24,095	18,539	10,088	54,548	18,488	14,345	7,27
Austin	11	213,479	.1067	4,113	.1057	93	94	44,824	15,134	25,518	18,126	12,924	42,570	15,449	16,591	7,00
Beaument-																
Port Arthur	16	304,155	.1520	4,421	.1412	103	111	77,255	16,429	37,686	20,485	16,573	61,883	23,730	20,165	10,09
Harlingen-McAllen	180	239,068	.1194	2,002	.1429	86	55	80,564	13,460	29,478	14,535	10,867	40 000	10.057	01 704	6,95
Corpus Christi	34	282,315	.1410	4,170	.1378	93	95	85,072	18,832	35,871	13,110	12,351	46,230 80,813	16,657 23,431	21,794	8,59
Dallas	35	1,326,213	.6626	5.068	.5778	117	134	262,876	77,045	245,936	79,196	51,419	328,322	85,856	73,549	41,80
El Paso	45	300,911	.1548	4,328	.1500	92	90	71,215	19,383	51,527	21,261	19,900	61,888	20,713	17,921	9,63
Fort Worth	52	671,282	.3354	3,896	.3333	101	102	151,441	38,384	126,331	28,356	24,473	157,800	45,857	38,029	25,72
Galveston	55	139,651	.0898	3,774	.0700	98	96	36,113	14,770	13,086	10,324	7,758	19,055	12,352	9,887	5,780
Houston	64	1,487,321	.7430	4,215	.7290	106	108	360,527	87,675	197,938	91,204	86,852	309,723	112,882	91,489	47,651
	77	82,814	.0264		.0259	86	67	13,000	2,324	7,884		2,034		4,047		
Laredo	231	98,951	.0494	3,475 4,581	.0423	102	110	18,876	5,130	9,393	8,090 5,935	4,681	8,194 28,671	7,458	3,108 6,134	1,644
△Langview Lubback	85	204,718	.1023	4,274	.1030	104	103	38,575	7,428	28,806	10,306	10,245	52,717	14,919	24,447	5,497
	240		.0455	5,520	.0400	129	144	21,181	5,005	4,832	7,315	4,881		7,084		
	247	91,077 114,689	.0573	4,880	.0527	113	123	26,330	5,072	10,969	7,583	7,223	25,580 26,435	10,033	6,586	3,442
	126	91,796	.0458	4,270	.0431	100	106	20,475	5,163	10,865	4,287	5,188	22,245	6,899	6,303	2,703
	127	624,495	.3120	3,824	.3104	88	87	144,744	43,387	94,656	46,957	25,986	125,510	47,239	32,323	18,316
	272	88,070	.0440	3,654	.0490	83	79	19,729	5,469	10,737	4,791	4,380	22,050	7,748	8,059	3,492
	273	86,172	.0431	2,771	.0451	73	70	18,595	4,971	11,763	5,207	4,184	16,875	9,927	4,390	
			.0479	3,994	.0430	89	99	22,186	3,174	8,372	7,589	8,754	21,404	6,824	7,789	3,008 5,267
						69	0.0	aa, 100	W 114	0.014	r , 000	0,104	41,707	W - 924	1.108	0,201
△Tyler	274	95,845				91	100	22 977	10 000	23 100	6 902	8 819	37 292			B 810
∆Tyler	274 186 162	188,451 145,443	.0631	3,963 4,132	.0780	91 99	100 94	38,977 28,796	10,692 7,491	23,190 14,973	6,802 9,305	8,513 6,977	37,383 34,864	12,617 11,687	12,042 6,630	6,512 5,142

SM Standard (4) and Potential (4) Metropolitan County Areas. © SM, 1958.

Before using these figures read foreword, page 13.

Careful reading of the explanatory introduction, starting on page 13, will help you make the most profitable use of the Survey of Buying Power data.

# For MAIL PULL and SALES PULL ...

# WBAP-TV has

# Proof of the PULLING

A 20-spot schedule for a WBAP-TV advertiser* pulled mail inquiries from

105 Texas and Oklahoma cities. Twenty-four per cent of the inquiries were from Fort Worth, 31% from Dallas and 45% from the large shaded area on the map. At the end of the campaign, the advertiser reported a complete sellout with a SALES INCREASE OF 487% over the sale of similar items the previous year.

> For Mail Pull and Sales Pull . . . WBAP-TV hits harder, over a wider area in the BIG FORT WORTH-DALLAS 12TH U.S. MARKET!

Look at this Giant TEXAS Market! WBAP-TV 53-COUNTY MARKET AREA (48 Texas Counties 5 Oklahoma Counties)

Pepulation (1/1/58) 2,735,300
Households (1/1/58) 844,200
Total Retail Sales (1957) \$3,448,461,000
Retail Sales Per Family \$ 4,085
Effective Buying Income (1957) \$4,436,534,000
Effective Buying Income Per Family \$ 5,243 SOURCE: Sales Management Advance Data, 1958 Survey of Buying Power.

#### INQUIRIES RECEIVED FROM:

Allen Azle Athens Arlington Alvord Alvarado Barry Blooming Grove Bridgeport Bryson Burleson Beils Bowie Blum Caddo Mills Celing Cleburne

Coppeli Corsicana Cresson Clarendon DeLean Denison Denison Dublin Duncanville Eastland Era Ferris Frisco Gainesville

Glen Rose Godley Gorman Graford Grafton Graham Grandbury Grand Prairie Grapevine Grapevine Greenville Harlingen Hillsboro Haslet Hurst Hutchines Itasca Iredell Irving Italy

*Name Given on Request

Jacksboro Dallas
Fort Worth
Mesquite
Millsap
Meridian
Lewisville
McKinney Lipan Mineral Wells Murchison Hecono Palmer Paris

DeMent Ranger Sulphur Springs Scurry Savoy Pesos Sadler Rockwall Richardson Rhome Stephenville Seagoville

Silverton Snyder Trenton Trinidad Tolar Tolar Terrell Wilmer Whitney Waxahachie Windom Wolfe City Whitesboro Weatherford OKLAHOMA: Cumberland Ardmore

## CHANNE FOR DALLAS . 1900 NORTH AKARD

FORT WORTH . 3900 BARNETT

AMON CARTER

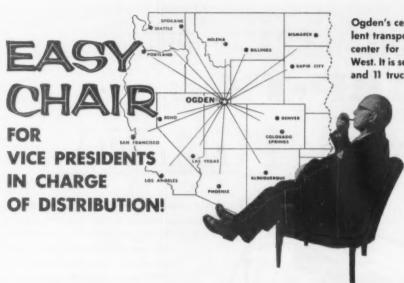
Founder

AMON CARTER, JR. President

HAROLD HOUGH Director

GEORGE CRANSTON Manager PETERS, GRIFFIN, WOODWARD, Inc. - National Representatives

ROY BACUS



Other Mountain States: Arizona Colorado

Ogden's central location, combined with excellent transportation facilities, makes it the ideal center for distribution throughout the entire West. It is served by 4 railroads, 2 major airlines and 11 truck lines.

Ogden is also the center of a vast recreational area...just 20 minutes from beautiful Pine View Lake and skiing at Snow Basin.

FOR FURTHER INFORMATION, CONTACT

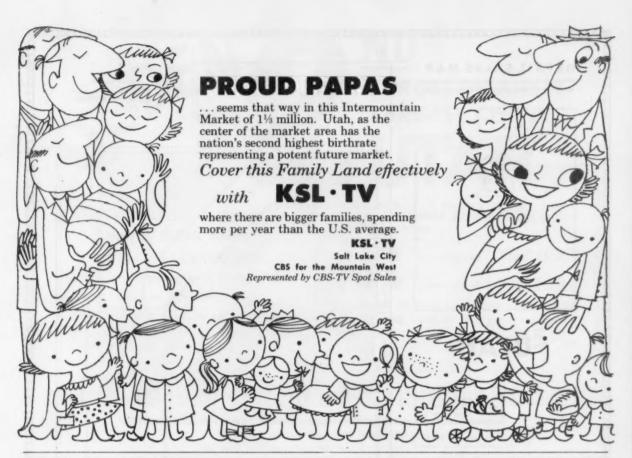
#### WEBER COUNTY INDUSTRIAL BUREAU

SUITE 1214, FIRST SECURITY BANK BUILDING OGDEN, UTAH

Correspondence and negatiations are

UTAH -	- (Oti	o, Monta		States: ada, Ne	Arizoni W Mexico		ing.)		H				1	1		he "Sh ve estin						I exclu EMENT
		('888')		NUM	BER OF	OUTLE	ETS .						us.)			NUN	BER	OF C	UTI	LETS	•	
Map, page 7.	unty	Pop. (thous.)	Total Outlets Food	Eat. & Drink.	Mdse.	F-H-A Auto.	Gas Sta. L-B-H	Drugs	-	City	Cı	ounty	Pop. (thous.)	Total	Food	Eat. & Drink.	Mdse.	Apparel	P-U-A	Auto.	Sta.	Drugs
Cedar CityIron LoganCache MurraySait L OgdenWeber	ıko	14.0	205 1 133 2	5 15 6 30 0 24 8 123	7 8 14 21 19 8 55 54	12 1	14 27 2	8 3	Pre Sal	t Lake	Carbo		. 38	.0 271	5 46	38	7 20		6 11 37	12 16 119	38	11 3 22 1
				OPULAT STIMAT	10N ES, 1/1/	56	EF BU	FECTIVITYING IN	E	_ (	SM ES	STIMAT	TES, 1	957								
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			Inc	come B	reakdov	vn of	House	hold	is		
CITIES	Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Deliars (000)	0.5.A.	Per Gapita	Per Hald.	Per C. S. U.	\$0-2 % Halds.	2,490 % inc.	\$2,500 % Hslds.	%	\$4,000 % Halds.	%	1 %	ds.	%		00&ever % a. Inc.
Boaver		4.4		1.0			8,335		1,440	6,335		11.0	2.9	20.7	11.8	46.3	43.3	16.	4 2	23.2	5.6	18.8
Box Elder		23.0		6.0			29,636		1,280			21.5	6.7	28.3	19.1	37.2	41.1	8.		13.6	4.8	
Cache		38.4		9.9		18.5		.0162				28.1	8.8	26.7	19.4	35.6	42.5			14.7	1	14.6
Logan		18.5	.0108	5.4	6.7		27,652	.0093	1,495	5,121	4,077	28.2	9.5	24.9	18.1	34.7	41.5	8.	4 1	15.1	3.8	15.8
Carben		28.8	.0155	7.1	7.2	14.3	38,292	.0128	1,429	5,393	5,276	14.0	4.0	18.6	11.4	50.9	51.0	12.	3 1	18.7	4.2	14.9
Price		7.3	.0042		2.0		10,921	.0037	1,496	5,461	5,291	16.8	4.7	20.1	12.3	44.8	44.5	13.	1 1	19.7	5.2	18.8
Daggett		.5		.1	.1		763					26.0	5.1	17.0	7.4	24.0	16.9	14.		14.9	19.0	
Davis		54.0	.0314	14.0	15.0	25.2	75,790	.0254	1,404	5,414	5,046	14.4	4.1	21.4	13.5	47.9	48.9	12.	3 1	19.0	4.6	14.5
Duchesne		7.4	.0043	1.7	1.7		6,817	.0023	921	4,010	3,984	33.5	12.6	28.2	23.2	28.8	38.5	6.	9 1	13.9	2.6	11.8
Emery		5.8	.0034	1.4	1.5		6,001	.0020	1,035	4,286	3,930	28.0	10.4	26.1	21.0	37.8	49.8	6.	6 1	13.2	1.5	5.6
Garffeld		3.4	.0020	.7	.8		3,476	.0012	1,022	4,966	4,065	28.1	9.6	28.8	21.1	33.1	40.1	5.	9 1	10.7	4.3	18.5
Grand		5.1	.0029	1.3	1.4		5,793	.0019	1,136	4,486	3,922	30.5	11.1	30.4	24.3	30.3	39.4	5.	6 1	11.0	3.2	14.2
Iren		11.0	1	2.8		7.4	14,062		1,278			22.0	6.8	22.0	14.6	42.0	45.8	9.		16.0	4.3	
Cedar City		7.4	.0043	1.9	1.9		9,567					22.4	6.8	21.2	13.9	41.6	44.7	10.		16.5	4.6	
Jush		5.4	.0032	1.4	1.5	2.7	7,172	.0024	1,328	5,123	4,615	22.4	7.0	25.8	17.3	38.0	41.9	9.	2 1	15.4	4.6	18.4
Kane		2.7	.0015	.8	.6		2,651	.0009	982	4,418	4.041	24.8	8.9	32.5	25.5	34.2	43.6	6.	0 1	11.6	2.5	10.4
Millard		8.9	.0052	2.2	2.2		10,073	.0034	1,132	4,579	4,525	27.5	9.1	26.9	19.4	31.5	37.0	10.	1 1	17.9	4.0	16.6
Morgan		2.9	.0017	.7	.7		3,287	.0011	1,133	4,696	4,497	21.7	7.1	28.5	20.4	37.1	43.3	9.	6 1	16.9	3.1	12.3
Plute		1.6	.0009	.3	.3		1,348	.0004	843	4,493	3,395	34.3	14.1	29.7	26.3	27.7	40.3	7.	3 1	16.1	1.0	3.2
Rich		1.9	-	.5			2,440		-		-	21.8	6.9	32.4	22.4	34.2	38.6			11.3	5.0	
Salt Lake	125	353.1		Land Control			603,762		1,710			15.9	4.1	-	11.0	44.0	40.9	-		19.4	7.1	
▲Salt Lake City		223.1		68.4			418,149		1,874			15.5	3.9	18.9	10.6	43.4	39.2	14.		19.7	7.8	
Murray		14.0	.0082	3.6	3.8		20,054	.0067		8,871		13.6	3.8	20.2	12.3	40.5	49.2	12.	1 1	18.3	4.6	
San Juan		7.1	.0042	1.3	1.6		6,000	.0023	959	5.237	4,195	32.2	10.5	24.4	17.2	30.0	34.8	7.	8 1	13.8	5.6	23.7
Sanpete		12.3	1	3.3			12,454					34.3	13.9		27.7	28.3	40.6	3.	-	8.5	2.0	
Sevier		12.0	1	3.1			12,392	1		4,191		28.5	9.6		23.5	33.9	43.7	7.		14.8	2.1	
								-					-	-								
Summit		5.9	.0034	1.4	1.4		6,231	.0021	1,056	4,461	4,309	21.4	7.4	27.8	20.9	41.1	50.3	7.	8 1	14.4	1.9	7.0

SALES MANAGEMENT



IITAN			SH	POI EST	PULATI	ION ES, 1/1/	56			CTIVE NG IN	COME	_ 0	SM	ESTIM	ATES, 1	1957				SALES			
COUNTIES	Me- tro- poli-				House-	Can- sumer	Urban						Incom			inc	cerne Br	reakdow	m of i	fausebal	da		
CITIES (continued)	Area	Tot (the	U- 0		holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)		% of .S.A.	Per Capita	Per Hsld.	Per C. S. U	9/0	-2,499 % is. Inc.	\$2,500 % Halds.	07	\$4,000 % Halda.	%	\$7,000- % Heide.	%	10,000 % Hsids.	%
Tooele				0121	5.4 2.5	6.4	10.4 3.1	33,2 12,2		.0112	1,608	6,164 4,896	5,17 4,51			18.0 26.3	10.3 18.4	52.2 35.1	49.3 40.0	2000	21.4 15.6	4.8	
Utah △Provo			8.0 .0	0807	26.8 9.7	29.2 12.5	71.8	131,18 54,7		.0440 .0183	1,255 1,440		4,49	6 22.	6 6.9	22.1 18.6	15.5 12.5	42.2 43.7	48.3 47.8		16.6 18.5		12.2 14.3
Wasatch Washington			707	0031	1.3	1.3	4.9	10,7		.0019	1,002	100.00	1			25.8 27.4	10.1 22.8	1	51.7 41.7		12.6	2.2	8.8 10.5
Wayne Weber ▲Ogden	101	10	5.8 .6	0012 0615 0390	.3 30.4 20.6	.5 31.3 21.3		1,7 185,6 113,6	88	.0006 .0865 .0381	398 1,568 1,694		5,28	2 18.	4 4.8	33.4 20.3 20.0	26.0 12.4 13.0	39.3 44.9 44.1	50.3 44.7 43.5	6.3 13.4 13.7	12.3 20.2 20.5	200	4.3 18.1 19.3
Total Above Cities.		37	5.4 .:	2183	111.6	122.1		654,7	14	.2195	1,744	5,867	5,36	2 17.	0 4.6	19.6	11.3	43.3	41.2	13.5	19.5	6.6	23.4
State Total		85	1.4	1950	232.8	246.7	547.9	1,285,1	32	.4241	1,486	5,434	5.12	8 18.	5 5.3	21.4	13.3	42.8	43.4	12.0	18.3	5.3	18.7
	0	M E	OPULA STIMA	TION TES,	1/1/58	1	SM	E. B. I. ESTIMA	TES,	1957					SH	OPULA STIMA	TION TES, 1	/1/58	1	SM	E. B. I	ATES,	, 1957
METRO. AREAS	Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Spering Uni (thou	nd- P g (th	ban op. nou- nds)	Net Deliars (\$800)	of I	Per Cap- ita	Per H'se- hold		METRO		Total (theu- sands)	% of U.S.A.	House- hold (thou- sands)	Cen- sumer Spend ing Units (thous.	Per (the sand	i. Mm	Net Dellars (\$000)	% of U.S.A.	Per Gap- ita	Per H'se
Opden	105.8 104.5		30.4 26.8		1.3	85.5 71.8	105,058 131,168	.0555 1			-	ake Cit	-	353.1	.2053	102.6	108.	-	9.1	803,76	.2024	1,710	5,88
											Total	Above	Areas	563.4	.3275	159.8	168.	5 44	6.4	900,80	.3010	1,599	5,63

To be sure that you're basing your selection of markets and media on all available factors, study both the *Survey* data and the *Survey* advertisements.



PRINCIPAL CITIES: County and geographic location of cities with 1956 retail sales of \$25 million or more.

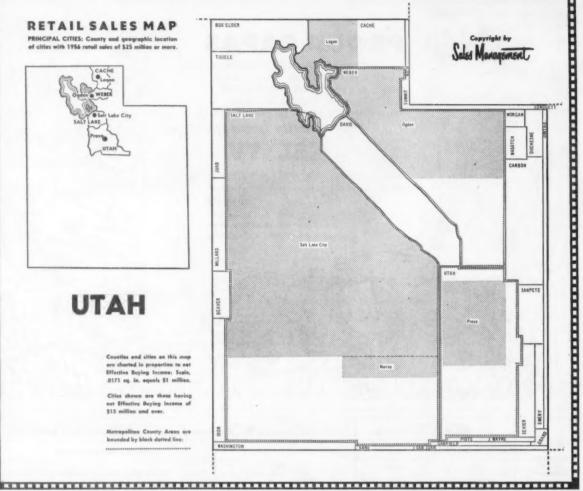


## UTAH

Counties and cities on this map are charted in proportion to not Effective Buying Income: Scale, .0171 sq. in. equals \$1 million.

Cities shown are those having not Effective Buying Income of \$15 million and over.

Metropolitan County Areas are bounded by black dotted line:



UTAH	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957		The			rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Beaver		4,510	.0022	4,510	.0022	88	88	368	251	932	159	49	407	1,333	657	129
Box Elder		21,443	.0107	3,574	.0108	81	80	4,091	1,488	1,546	406	961	4,965	2,956	2,640	541
Carhe	- 1	32,888	.0164	3,322	.0173	80	76	5,011	1,763	4,859	1,433	1,406	5,819	4,078	3,872	780
Logan		26,910	.0134		.0108	100	124	3,682	1,521	4,270	1,404	1,057	5,761	3,132	2,885	509
Cartion		23,687	.0119	3,336	.0131	85	77	4,744	1,446	4,825	527	771	5,769	2,848	1,291	546
Price	- 1	16,624	.0083		.0052	124	198	3,180	795	1,924	464	359	5,768	1,682	1,246	367
Daggett		97	***	970	.0002	67		***		97		***	***	***		
Davis		33,970	.0170	2,428	.0241	77	54	9,738	1,575	1,525	886	2,389	8,116	4,134	2,958	1,525
Duchesma		7,180	.0036	4,224	.0031	72	84	1,183	437	1,515	149	149	952	1,037	1,027	630
Emery	- 1	2,548	.0012	1,819	.0020	50	35	419	161	641				978	112	103
Garfletd		2,150	.0011	3,071	.0013	65	55	274	275	352	31	***	331	698	119	70
Grand		6,843	.0034	5,264	.0026	90	117	458	759	2,034	90	116	939	1,523	708	128
frun		16,337	.0082	5,835	.0061	95	128	2,617	652	1,303	589	1,042	5,716	1.595	1.248	624
Cedar City		15,264	.0076		.0047	109	177	2,406	570	1,191	558	1,042	5,716	1,415	1,090	624
Jush		4,942	.0025	3,530	.0028	81	78	931	397	343	88	321	1,203	1,031	411	217
Kame		1,984	.0010	3,307	.0010	67	87	239	271	422	121		106	539	49	99
Millard		8,444	.0042	3,838	.0040	77	81	860	408	1,320	36	141	1,966	1,474	1,338	170
Morgan		3,089	.0015	4,413	.0014	82	88	825	109	70			914	328	259	158
Plute		372	.0002	1,240	.0004	44	22	112	64	***	***	50		146		
Rich		745	.0004	1,490	.0008	73	38	55	74	198				334	84	

O SM, 1958.

Before using these figures read foreword, page 13.

# DENG ND LARGEST MARKET ARGEST CITY IN

A FAST EXPANDING MARKET with ANNUAL RETAIL SALES

in excess of \$116,000,000

\$5,465 PER FAMILY EFFECTIVE BUYING INCOME

- A Great Railroad and Cattle Center
- Wide Diversification of Industry and Agriculture
- A Constantly Growing "Close-in" Market of Over 150,000 able-to-buy people.

Without OGDEN . . . no advertising campaign is adequate . . . without THE OGDEN STANDARD-EXAMINER no UTAH coverage is adequate!

COVERAGE IN

WEBER COUNTY

COVERAGE IN TRADING AREA

Outdistancing ALL OTHER newspapers in coverage of this rich, expanding market by the tremendous margin of more than....

# Ggden Standard-Examiner

"SERVING NORTHERN UTAH SINCE 1870" THE KATZ AGENCY, INC .- NATIONAL REPRESENTATIVES

UTAH	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957					rk original, MANAGEI	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Haid. Retail Sales	Buying Power Index	Quality index	Index of Sales Production	Foed (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (3000)	Furn,- House- Appl. (\$000)	Aute- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Salt Lake	125	486,442	.2430	4,741	.2151	105	118	103,621	28,953	79,387	23,302	28,741	99,452	41,383	27,388	13,614
ASalt Lake City		400,918	.2003		.1561	120	154	78,871	23,466	71,831	22,111	23,535	84,142	31,361	17,471	15,674
Murray		18,724	.0094		.0078	95	115	5,098	1,097	1,654	475	944	2,835	2,945	1,055	841
San Juan		6,979	.0035	5,368	.0031	74	83	774	537	1,449			1,302	864	359	103
Sanpete		9,489	.0047	2,875	.0049	89	86	1,903	631	1,331	321	582	1,658	787	1,381	382
Sevier		17,924	.0000	5,782	.0063	90	129	2,576	611	1,792	584	711	6,938	1,363	1,899	579
Summit		5,205	.0026	3,718	.0025	74	78	323	530	970			1,935	941	43	228
Tooele		15,776	.0078	2,921	.0103	86	64	4,177	1,370	1,204	637	38	3,637	2,987	678	628
Uintah		9,118	.0046	3,647	.0047	77	75	1,383	562	1,690	339	307	2,351	1,443	504	106
Utah	258	88,140	.0440	3,280	.0473	78	72	20,878	3,987	13,395	3,562	4,367	18,818	10,203	5,782	3,545
△Provo		45,980	.0230		.0205	93	104	8,967	1,890	7,897	3,063	2,990	11,669	3,862	2,167	1,685
Wasatch		5,215	.0026	4,012	.0024	77	84	1,057	672	762	31	119	1,155	349	790	118
Washington		11,973	.0000	4,434	.0048	79	98	1,886	1,038	1,248	390	423	2,843	1,886	990	231
Wayne		503	.0003	1,677	.0006	50	25	59		192			137		81	
Weber	101	116,746	.0583	3,840	.0576	94	95	30,216	8,227	10,282	9,356	8,245	18,276	9,823	12,478	4,188
▲Ogden		104, 438	.0522		.0425	109	184	26,397	5,298	9,650	9,356	6,643	17,345	7,498	10,985	4,000
Total Above Cities		628,858	.3142		.2476	113	144	128,601	34,637	98,417	37,431	36,570	133,236	\$1,895	36,899	23,70
State Total		944,737	.4719	4,058	.4526	91	95	200,728	55,248	135,644	43,016	48,927	195,703	96,779	68,804	34,44
METRO. AREAS				RET	AIL S	ALES-	SH E	STIMA	TE8, 1	957						
Ogden	101	116,748	.0583	3,840	.0578	94	95	30,216	6,227	10,262	9,356	8,245	18,276	9,823	12,478	4,18
△Provo	288	88,140			.0473	78	72	29,878	3,987	13,395	3,562	4,387	18,818		8,762	3,54
Salt Lake City	125	486,442	.2430	4,741	.2151	105	118	163,621	28,953	79,367	23,302	26,741	90,452	41,303	27,368	18,61
Total Above Areas		601,328	.3453	4,326	.3200	98	105	154,715	39,167	103,024	36,220	39,353	136.546	61.329	45,628	29,34

SM Standard (A) and Potential (A) Metropolitan County Areas.



# We'll Get Right to the Point about Vermont

THE RUTLAND TRADING AREA HAS: ONLY ONE DAILY NEWS-PAPER . . . 3 RADIO STATIONS — NO TV STATIONS!

THE RUTLAND HERALD, ITS ONLY DAILY, HAS 84.4% FAMILY CIRCULATION SATURATION IN ITS MAJOR URBAN CENTERS

You can't sell the Rutland Trading Area—the heart of Vermont—without the Rutland Herald! And the area is growing steadily every year! In just 12 months, Rutland

County's effective buying income has shot up 6.8%, per family buying income is up 6%, and food sales alone are up more than one million dollars! Let the Rutland Herald make business for you in this expanding market!

Derived from Sales Management Figures



THE

HERALD

MARKET

RUTLAND

(13 PRIMARY

URBAN (ENTERS)

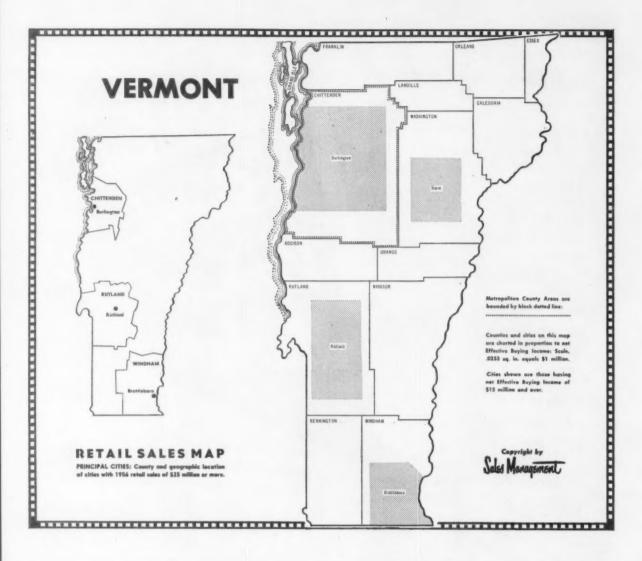
Represented nationally by Gilman, Nicoll & Ruthman

VERMO	NT	-	(Other ! Massachu				nnecticut, Rhode Is									e "SM e estim						
		18.)		NUM	BER OF	OUTLE	TS						18.)			NUR	MBER	OF C	UTLE	TS		
Map, page 72		Pop. (thous.)	Outlets Food	Eat. & Drink.	Mdse. Apparel	F-H-A Auto.	Gas Sta. L-8-H	Drugs		City	C	ounty	Pop. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	Auto.	Gas Sta.	L-8-H	Drugs
BarreWashin BenningtonBennin BrattlebereWindhi BurlingtonChitten	gton	11.2 8.8 12.3 36.5	194 3 163 2 * 397 8	9 22	22 27 8 14 • •	17 1		3	Ru St.	tland	rWasi Rutis sFran bury Cale	und klin	. 18		84	34	12 18 6 10	13	12	6 10 6 30 6 16 2 16		11
Name of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last of the last o				OPULAT STIMAT	ION ES, 1/1/	56		FECTIVI		- (	SM E	STIMA	TES, 1	957								
COUNTIES	Me- tro- poli-			House-	Con-	Urban		-			Income			Inc	ome B	reakdo	wn of	Heuse	holds			
CITIES	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$8-2 % Halds	2,499 % . Inc.	\$2,500 % Haida.	0%		0-6,990 % . Inc.	\$7,0 % Hale	00-9,9 ds. In		,000 i	& ever
Addison		19.4		4.9	7.0	3.7	27,414	.0002				30.1	10.4	22.3	16.7	36.0		-				13.5
Bennington		24.4		7.4	8.4	8.5	30,774	.0134	1,630			20.8	6.4	24.1	16.2	40.8						16.1
Bennington		23.6		2.7 6.8	3.1	9.0	14,929 30,784	.0051	1,756			17.4	5.3	22.9	14.9	44.2		1				13.7
St. Johnsbury		9.0		2.8		9.0	14,475					22.0	7.0	25.1	17.3	35.4 40.0		9.				15.1
Chittenden	190	68.0		18.1	23.0		105,784	.0354	1,556	5,844		23.5	7.1	21.3	14.0	30.1	41.8	10.	8 17.	5 5	.3	19.6
△Burlington		36.8		10.0			64,402	.0216				21.4	6.1	19.2	12.0	41.0			2 18.	6 6		21.9
Essex		8.6	-	1.7	1.8		8,153	.0028			4,470	27.1	0.1	23.6	17.3	37.1						13.3
Franklin		29.3		7.9				.0138				26.8	8.7	23.8	16.8	36.0	~~~~					17.3
St. Albans		9.0	-	2.5			15,256 3,836	.0051	1,695			16.8	9.3	19.8	12.1	45.1	44.9					19.2
Lameilie		10.1		2.8			14,812	.0050	1,359	1		28.5	8.9	26.8	19.5	35.2						16.5
Orange		15.1	-	4.4	8.4		21,406	.0071	1,346			30.4	11.0	25.4	20.0	34.4	44.3	1				11.0
Orleans		19.1				8.0		.0088	1,286			28.7	10.0	27.8	21.1	32.7	40.5		-			15.0
Rutland		44.5		12.8				.0216			4,571	24.1	7.8	24.8	17.5	38.1	44.0	7.		-		14.6
Rutland		18.5		5.4			29,099	.0098	1,599			19.4	5.9	23.4	15.3	41.9	45.0	1				16.1
Washington		43.4	.0252	12.1	14.4	22.8	60,020	.0232	1,500			21.2	6.3	21.0	13.7	41.6	44.1	11.	2 17.	9 8	.0 1	18.0
Barre		11.5		3.4			20,979	.0070				15.4	4.1	19.3	11.3	45.7	43.6	13.	1 18.	9 6	.5	22.1
Montpelier		9,4	.0055	2.7	3.6		18,520	.0062	1,970	6,859	5,085	13.6	3.5	17.7	10.0	47.0	43.5	14.	8 20.	7 6	.9 :	22.3

*Not available SM Standard (4) and Potential ( $\Delta$ ) Metropolitan County Areas.

Before using these figures read foreword, page 13. © SM, 1958.





# GRANITE

MAKES THE BIG DIFFERENCE

Barre's per household effective buying income is \$6170, while Vermont's average is just \$5339, the nation's average, \$5923. And this is just one indication of its exceptionally healthy economic climate! Barre is the world's largest granite center, the shopping hub of Central Vermont. Put your sales message in the Barre Times and you'll get 96.4% coverage of Barre, complete coverage of Washington County, also a rich farm area, plus bonus coverage in adjacent Orange County!

Represented Nationally by Julius Mathews Special Agency

# THE BARRE TIMES

VERMONT'S LARGEST AFTERNOON DAILY





ASK YOUR FRIENDS AT JOHNSON, KENT, GAVIN & SINDING ABOUT THE NEW MARKET STUDY



MEM HEM

MEW

NORTHERN VERMONT

BY

# THE BURLINGTON FREE PRESS VERMONT'S LARGEST NEWSPAPER

VERMONT			SH		PULATI		58		BUYI	NG II	E NCOME	_ (	SM	ESTIMA	TES,	1957		estimates				
COUNTIES	Me- tro- poli-				House-	Con- sumer	Urban						Incom	10		In	come B	reakdown	of Housel	olds		
(continued)	Area	To (the san	DU-	% ef .S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Della (000	rs .	% of I.S.A.	Per Capita	Per Hsid.	C. S. I	U. \$0-	2,499 % s. Inc.	1 %	0-3,999 % i. Inc.	\$4,000-6, % Holds. In	% %	00-9,999 % is. inc.	%	% Inc.
Windham			27.5 12.3 40.9	.0160 .0071	8.0 3.8 12.1	9.7 4.8 13.2		21	,941 ,484 ,068	.0147 .0072 .0221		5,654	4,70	1 19.1	5.8	23.6	16.7 15.5 15.1	41.0 45 42.2 43 40.2 42	3.3 10.6	17.2	4.5	13.9 16.2 19.4
Total Above Cities.	-	1	14.1	.0063	33.3	40.9		-	144	.0668	-			-		-	13.3	42.7 43	3.8 11.0	3 18.3	5.4	19.1
State Total		3	75.5	.2183	105.2	123.7	149.0	561	633	.1863	1,496		-	0 24,2	7.7	23.7	16.4	38.3 43	3.3 9.1	16.2	4.3	16.4
1				ATION		1		E. B. I					1	0	770 F	OPULA	TION TES, 1	/1/80	SH	E. B.		S. 1957
METRO. AREA	Total (thou-	% of U.S.A.	House hold (thou- sands	Cor sum Sper ing	ner Uri nd- Pro g (th	ban op.	Net Dellars (\$000)	% of U.S.A.	Per Cap-	Per H'se- hold	8	AREA		Total (thou-	% of	House- hold (thou- sands)	Con- sumer Spend ing Units	Urban Pop. (thou- sands)	Net Dollar (\$000)	% of	Per	Per H'se
Burlington	68.0	.0396	18.	(thou		48.0	105,784	0284	1 858	5 844	Total	Ahove	Area	68.0	.0396	18.1	(thous.		105 7	84 .03	4 1 55	E 5 84
and anguar	1	1	10.	*1 64			SAL					-			.00001	10.1	1 20.1	01 40.0	100,	041 1000	700	010,04
COUNTIES CITIES	Me- tro- poli- tan Area	Re	otal etail nies 000)	% of U.S.A.	Per Hsld. Retail Sales	Bayi	ing Qu	ality	Inde of Sal Produc	x les	Food (\$000)	Eatin Dri Pia (\$0	ng & l	57 General Mdse. (\$900)	Appa (\$00	rel H	urn louse- Appl. \$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumb Bldg Hdwr (\$000	0.	Drugs (\$000)
Addison Bennington Bennington Caledonia St. Johnsbury			17,132 31,546 17,738 25,850 13,498	.0086 .0157 .0086 .0126 .0067	7 4,26 9 3,80	.00	42 63 17	83 101 127 87 104	70 111 183 90 120		4,51 8,14 4,90 5,90 2,96	1 1 3 1	688 1,718 799 1,154 761	1,385 1,891 758 2,018 921	1,	634 470 821 393 900	283 1,487 919 1,715 724	3,469 7,482 4,757 5,749 4,390	77 2,30	4 2, 5 1,	437 390 760 517 664	470 708 370 676 410
Chittenden		1	81,690 63,011 3,621 29,337 15,644	.0400 .0312 .0011 .0142 .0078	5 8 2,13 7 3,71	.02	45 26 46	96 116 81 88 113	100 141 86 86 156		19,42 12,75 1,73 9,31 4,37	9 3	1,241 3,200 217 854 478	11,704 10,918 324 1,882 817	1,	341 995 32 171 738	5,964 5,369 180 737 662	15,248 13,458 176 4,363 2,998	2,62	5 2, 5 1,	022 577 87 425	1,772 1,504 56 742 513
Grand Isle			2,013 13,424 15,835	.0010	7 4,79	4 .00	58	68 92 84	100 80		2,61 2,50	5	161 508 412	468 1,062 1,803		364 353	472 518	51 2,883 3,659		5 1,	358 051 002	401
Orleans	**		22,616 55,510 36,161 45,015 21,559 10,925	.0113 .0276 .018 .0226 .0106	8 4,33 1 4 3,72	.02	42 25 34 80	87 94 118 93 123	100 17: 81 160 100	8	4,82 13,90 8,47 11,12 4,85 2,56	9 2 0 1 2 1	632 2,451 1,739 1,886 631 690	2,453 5,935 4,829 4,699 2,888 348	2, 1,	944 838 170 954 197 689	580 2,353 1,399 2,660 1,681 493	5,530 12,271 8,878 10,076 4,995 2,848	4,01 2,16 3,47 1,15	2 2, 8 1, 1 3, 5 1,	280 645 545 144 532 044	481 1,241 878 927 524 201
WindkamBrattlebero		1	40,617	.020	3 5,07	1	06	104	121	,	10,55 5,49	4 1	1,983 1,315	3,568 2,871		<b>634</b> 878	1,338 1,046	9,023 6,424	2,60	1 2,	550 779	1,031

VERMONT	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 19	57		The	"SM" sy estimates	mbels ma by SALES	rk original, MANAGE	exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality index	index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Windser		40,086	.8246	4,087	.0233	98	163	12,846	2,497	2,748	1,733	1,800	12,615	3,747	3,027	888
Total Above Cities		204,413	.1022		.0774	117	154	46,385	9,622	24,350	12,397	12,293	48,746	11,519	10,903	5,082
State Total		433,291	.2165	4,119	.2028	93	90	108,187	19,402	41,700	19,761	20,006	92,505	33,352	26,935	9,899
METRO. AREA				RET	AIL S	ALES-	SH E	STIMA	TES, 1	957						
△Burlington	190	81,090	.0408	4,513	.0370	96	103	19,423	4,241	11,704	5,341	5,964	15,248	4,848	4,022	1,772
Tetal Above Area		81,690	.0408	4,513	.0379	96	103	19,423	4,241	11,704	5,341	5,964	15,248	4,848	4,022	1,772

VIRGINIA — (Other East South Central States: Delaware District of Columbia Florida, Georgia, Maryland, North Carolina, South Carolina, West Virginia.)

44 725	18.			NUI	MBER	OF	OUT	LET	S		
Map, page 735  City County	Pap. (thous.)	Total Outlets	Foad	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
AlexandriaArlington	89.1	581	138	102	52	54	29	27	61	26	24
BristolWashington	18.4	267	76	29	23	19	18	16	35	7	3
villeAlbermarie	29.6	326	63	59	15	35	20	23	39	7	9
Covington Alleghany	12.5	141	31	10	12	8	11		23	5	7
CulpeperCulpeper	2.7	121	19	18	14	8	9	10	11	7	8
DanvillePittsylvania	47.8	627	194	90	48	40	41	39	84	24	10
Falls Church . Fairfax	9.8	170	29	11	32	23	8	8	20	8	- 6
FarmvillePrince	1					1					
Edward	4.7	82	19	10	11	8	4	11	10	11	3
Fredericksburg, Spotsylvania	14.7	267	51	50	10	27	13	21	33	17	7
Front RoyalWarren	9.8	182	22	27	12	13	8	13	22	7	8
News	76.9	477	110	107	28	36	26	27	54	17	16
Harrisonburg , Rockingham .	12.4	200	38	21	15	18	12	23	21	10	7
HopewellPrince		. 1			1						
George	22.5	148	39	20	9	18	7	9	15	7	2
LynchburgCampbell	59.8	537	123	85	46	43	40	34	61	26	18
Marion Smyth	7.8	145	28	18	14	11	12	14	18	10	- 8
MartinsvilleHenry	22.1	238	59	33	21	22	14	10	32	7	7

	18.)			NUI	MBE	R OF	OUT	LET	S		
City County	Pop. (thous.)	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Aute.	Gas Sta.	L-8-H	Drugs
Newport Newport											
News News	47.3	614	140	142	39	68	47	28	51	17	25
NorfolkNorfolk	307.7	2,335	545	458	149	245	157	94	217	79	87
PetersburgDinwiddie	38.8	473	136	81	24	55	21	24	40	17	13
PortsmouthNorfolk	98.5	802	242	136	58	70	51	38	59	18	24
PulaskiPulaski	9.7	201	60	30	17	19	17	12	19	8	4
RichmondHenrico	243.1	2,641	678	460	265	199	143	93	302	82	95
Reaneke Reaneke	104.4	1,043	258	175	110	92	59	65	105	31	37
Salem Roanoke	9.9	142	29	22	11	9	14	11	21	5	4
South Boston . Halifax	6.7	146	27	11	13	17	15	12	15	7	5
South Norfolk.Norfolk	27.2	135	54	24	11	1	6	5	17	5	5
Staunten Augusta	24.8	251	51	31	20	22	19	21	48	9	- 6
Suffelk Nansemend	13.0	293	103	27	20	27	14	19	38	8	8
Virginia Princess											
Beach Anne	10.7	168	13	58	17	12	5	10	13	2	7
Warwick Newport											
News	63.7	284	68	53	28	9	10	15	42	11	7
Waynesboro Augusta	15.1	167	29	21	10	11	16	17	29	11	
Williamsburg . James City	7.6	98	16	21	5	6	10	5	12		4
Winchester Frederick	15.3	332	84	62	31	30	20	23	37	18	8
Wytheville Wythe	6.2	132	21	19	11	8	5	10	21	8	1

		0	M PO	PULAT	ION ES, 1/1/	58	EFI	FECTIVE YING IN	COME	_ 6	M ES	TIMAT	res, 1	957							
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	vn of H	louseho	lds		
CITIES	Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hald.	Per C. S. U.	\$0-2 % Hsids.	%	\$2,500 % Hslds.	%	\$4,000 Hsids.	%	\$7,800 % Hslds.	%	\$10,000 % Hslds.	%
Accomac		34.5	.0201	10.0	11.1	2.9	39,416	.0133	1,142	3,942	3,543	40.7	16.4	24.9	21.8	26.4	37.8	5.4	11.6	2.6	12.4
1Albermarie		57.5	.0334	14.5	20.0	29.6	84,579	.0283	1,471	5,833	4,227	27.7	8.3	21.7	14.2	34.8	37.3	9.6	15.8	6.2	24.6
Charlottesville		29.6	.0172	8.1	11.3		51,070	.0171	1,725	6,305	4,511	21.4	5.9	21.1	12.8	39.1	38.5	11.3	16.7	7.1	26.1
2Alleghany		29.7	.0173	7.6	8.4	12.5	40,281	.0135			4,789	17.3	8.1	21.8	13.9	45.0	46.9	11.7	18.4		
Covington		12.5	.0073	3.0	3.9		19,128	.0065	1,530	6,376	4,850	10.0	2.6	18.5	10.6	51.9	48.5	14.3	20.2	5.3	18.1
Amella		8.3	.0048	1.7	2.0		8,710	.0023	808	3,947	3,325	42.1	17.8	26.8	24.7	24.6	37.0	4.2	9.5	2.3	11.0
Amherst		20.3	.0118	4.5	4.9	2.8	18,035	.0000	888	4,008	3,634	36.5	14.3	25.1	21.5	30.1	42.0	6.2	13.1	2.1	9.1
Appomattox,		8.8	,0061	1.9	2.4		8,459	.0029	961	4,452	3,497	38.6	15.1	24.7	21.0	28.7	39.8	5.1	10.6	2.9	13.5
3Arlington	157	250.7	.1458	74.2	92.7	224.5	674,414	.2261	2,690	9,089	7,268	7.8	1.4	9.2	3.6	31.7	20.4	30.6	29.9	20.9	44.7
Alexandria		89.1	.0518	26.7	31.2		219,052	.0734	2,458	8,204	7,006	9.0	1.8	10.9	4.7	35.2	24.3	26.9	28.1	18.0	41.1
4Augusta		78.0	.0346	18.8	20.6	39.9	97,564	.0327	1,301	5,190	4,718	21.4	8.4	23.5	15.3	39.2	41.5	10.9	17.4	5.0	19.4
Staunton		24.8	.0144	6.2	7.6		35,834	.0120	1,445	5,780	4,710	18.5	5.2	28.0	14.2	40.9	41.0	11.7	17.8		21.8
Waynesboro		15.1	.0088	4.1	4.5		24,245	.0081	1,606	5,913	5,325	15.7	4.1	19.7	11.2	48.5	40.4	14.2	19.9		24.4
Bath		6.0	.0035	1.5	1.7		6,313	.0021	1,052	4,200	3,511	38.9	15.4	24.6	21.4	27.7	39.0	6.3	13.3	2.5	10.9
Bodford		30.7	.0178	7.6	7.9	4.2	30,180	.0101	983	3,971	3,814	35.7	13.8	26.1	21.7	29.2	39.5	8.3	13.0	2.7	12.2
Bland		6.2	.0036	1.4	1.4		4,848	.0016	782	3,463	3,456	42.5	18.1	26.6	24.8	28.4	38.4	3.4	7.8	2.1	10.9
Botetourt		16.4	,0096	4.0	4.2		16,505	.0056	1,006	4,126	3,917	31.5	11.6	27.7	22.4	31.8	41.6	8.3	12.5	2.7	11.9
Brunswick		20.5	.0119	4.2	5.1		10,727	.0056	316	3.983	3.238	42.7	18.4	25.7	24.1	25.6	39.3	4.2	9.8	1.8	8.4
Buchanan		40.1	.0233	8.0	8,1		30,969	.0104	772	3,871	3,799	29.3	11.3	32.8	27.6	30.9	42.3	5.0	10.4	2.0	8.4
Buckingham		11.7	.0068	2.8	2.8		9,257	.0031	791	3,703	3,220	43.9	19.4	25.4	24.4	24.5	38.6	4.8	11.4	1.4	6.2
5Campbell	232	83.6	.0486	22.0	25.7	63.9	118,520	.0397	1,418	5,387	4,601	23.4	6.9	22.3	14.5	38.5	40.5	10.3	16.4	5.5	21.6
△Lynchburg		59.8	.0348	17.1	20.2		94,941	.0319	1,588	5,552	4,687	22.5	6.5	21.8	13.7	39.0	40.1	10.7	16.6	6.0	23.1
Carolino		12.4	.0072	2.7	3.0		11,152	.0038	899	4,130	3,679	36.6	14.1	26.2	22.0	28.5	39.0	5.9	12.1	2.8	12.8
6Carroll		27.8	.0160	6.7	6.8	2.9	22,412	.0075	815	3,345	3.294	43.4	19.4	28.7	27.8	22.9	36.2	3.2	7.8	1.8	8.8

¹ Albemarie County combined with the independent city of Charlottsville.
2 Alleghamy County combined with the independent city of Clifton Forge.
3 Arlington County combined with the independent city of Clifton Forge.
4 Augusta County combined with the independent city of Alexandria.
5 SM Standard (4) and Potential (5) Metropolitan County Areas.
5 SM, 1958.
6 SM, 1958.
7 SM, 1958.
8 SM Standard (4) and Potential (5) Metropolitan County Areas.
8 SM Standard (8) and Potential (9) Metropolitan County Areas.
8 SM Standard (9) and Potential (9) Metropolitan County Areas.
9 SM, 1958.

## to sell Virginia-you must sell the BIG "V"

HOPEWELL

the prosperous fast growing metropolitan area of Petersburg, Hapewell, Colonial Heights



- City Zone Population*
- Effective Buying Power Income
- Total Retail
   Sales
- Gasoline Ser. Sales
- Automotive Sales
- Retail Apparel Sales

*One low price buys both of these independently published Virginia Newspapers

take a look at the '58 FACTS Families 24,100
Total EBI \$141,513,000.00
Total Retail Sales \$112,075,000.00

FORT LEE, between Petersburg and Hopewell, is one of the largest permanent military installations in Virginia.

*ABC 9/30/57-Other Figures 1958 SM Survey of Buying Power

PETERSBURG

COLONIA HTS.

> The Progress-Index THE HOPEWELL NEWS PETERSBURG, VIRGINIA HOPEWELL, VIRGINIA Evenings and Sunday

Freeings recept Schurday

National Representatives JOHNSON, KENT GAVIN & SINDING, INC.

WEGINIA		6		OPULAT STIMAT		58		FECTIVING II		_ (	SM) E	STIMA	TES, 1	957	Th	e "SM estima	" symi	SALES	rk ori MAN	ginal, e	xclu- ENT.
VIRGINIA	Mo- tro- poli-			House-	Con- sumer	Urban					Income			in	come B	reakde	wn of H	lousehe	lds		
(continued)	Area	(thou- sands)	0f U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Held.	Per C. S. U.	\$0-3 Halda	2,499 % . Inc.	\$2,500 Hslds	3,999 % . Inc.	\$4,000 Hslds.	9%	\$7,000 % Halds	-9,999 % Inc.	\$10,000 Hslds.	%
Charlotte		14.3		3.3	3.3		10,226	.0034		3,099	3,049	45.2		28.6	30.0	22.9	39.3	2.9	7.5	.4	1.4
Charles City	117	4.7 53.2	.0027	13.0	.9 16.1	11.2	3,371 82,743	.0011	717 1,565		3,515 5,111	38.7 15.3	15.9	26.6 15.2	25.6 8.5	26.4 47.0	38.7 42.7	4.1 15.6	9.1	6.9	10.7 23.4
Clarke		7.3	.0042	1.8	2.0		8,651	.0029	1,185	4,806	4,270	29.8	9.8	28.8	19.1	31.6	36.8	8.6	11.7	5.2	22.6
Craig		3.0	.0018	.7	.7		2,389	.0008	796	3,413	3,148	41.6	19.1	33.0	33.1	22.3	38.5	1.7	4.2	1.4	7.1
Culpoper		14.1	.0082	3.4	4.0	2.7	14,992	.0050	1,063	4,409	3,733	37.9	14.1	24.4	19.8	27.6	36.5	8.5	13.0	3.6	16.6
Culpeper		2.7	.0016	.9	1.0		4,689	.0015	1,737	5,210	4,362	26.0	8.1	23.8	16.1	34.4	38.2	11.0	18.4	4.8	19.2
Cumberland		8.9	.0040	1.8	1.7		5,170	.0017	749		2,988	82.5	25.5	25.7	27.2	16.9	29.3	3.0	7.8	1.9	10.2
Dickenson		24.4	.0142	5.1	5.2		19,252	.0065	789	3,775	3,695	31.6	12.5	31.5	27.2	38.3	42.6	4.8	10.5	1.7	7.2
7Dinwiddle	254	57.0	.0331	14.0	15.7	38.8	67,329	.0226	1,181	4,809	4,280	27.5	9.0	24.9	17.7	34.6	40.3	8.8	15.4	4.2	17.6
Colonial Heights		68.3	.0397	19.2			97,916	.0328	1.434	5,100											
△Petersburg 8Elisabeth City		38.8	.0228	11.3	12.4		54,722	.0184	1,410	4,843	4,399	26.2	8.4	25.1	17.5	35.2	40.2	9.1	15.7	4.4	18.2
Essex		6.4	.0037	1.5	1.0		5,593	.0018	874	3,729	3,489	43.1	17.8	25.1	22.8	24.3	35.7	4.9	10.8	2.6	12.9
9Fairfax	187	190.0	.1106	47.3	60.6	36.8	373,780	.1254	1,967		6,158	10.0	2.1	10.0	4.5	39.6	20.1	25.0	27.9		
Falls Church		9.8	.0057	2.8	2.8		23,478	.0079	2,396		8,186	8.8	1.2	8.9	3.7	34.2	30.3	28.6	27.8		
Fauquier		23.1	.0134	5.7	7.1		26,588	.0089	1,151	4,685	3,702	39.0	14.3	24.4	19.4	26.2	34.1	6.1	12.1	4.3	20.1
Floyd		11.6	.0008	2.7	2.9		8,834	.0029	782			49.7		28.5	28.5	19.9	34.6	2.8	7.4	1.1	5.1
Fluvanna		6.7	.0039	1.7	1.9	1	6,468	.0022	965	3,804	3,342	46.0	19.6	23.1	21.4	22.9	34.7	5.6	12.9	2.4	11.4
Franklin		28.0	.0151	6.0	6.2		20,982	.0070	807	3,497	3,374	41.4	17.9	27.7	28.1	24.9	38.3	4.4	10.2	1.6	7.5
10Frederick		35.3	.0205	9.7	10.5	18.3	45,532	.0153			4,334	26.9	8.8	25.9	18.6	35.2	41.1	7.8	13.8	4.2	17.7
Winchester		15.8	.0089	4.7	5.2		24,654	.0082		5,246	4,728	23.3	6.9	23.9	15.5	37.5	39.5	9.4	14.9	8.9	23.2
Giles		21.2	.0123	5.0	5.4	2.8	24,950	.0064		4,990	4,537	19.9	8.2	22.4	15.1	43.5	48.1	10.9	18.2	3.3	12.4
Gleucester		10.9	.0064	3.0	3.1	1	10,430	.0035	957	3,477	3,262	43.3	19.3	27.0	26.1	23.6	37.3	4.7	11.2	1.4	6.1

7 Dinwiddle County combined with the independent city of Petersburg.
8 in 1952 the counties of Elizabeth City and Warwick officially became the independent cities of Hampton and Warwick. Since the independent city of Newport News had previously been grouped with these counties, it is now included with them (Hampton and Warwick) as a new "county" called Newport News, to keep the state total additive.

9 Fairfax County combined with the independent city of Falls Church.
10 Frederick County combined with the independent city of Winchester.
SM Standard (Δ) and Potential (Δ) Metropolitan County Areas.
Before using these figures read forward, page 13.
© SM, 1958.

VIRGINIA	200	0		PULAT	ION ES, 1/1/	58	EF BU	FECTIVI YING II	NCOME	- 6	ES	TIMATE	S, 11	957		e "SM" e estima					
COUNTIES	Me- tro- poli-		~	House-	Con- sumer	Urban	21-4				Income			Inc	ome B	reakdov	vn of H	louseho	lds		
(continued)	Area	(thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (hou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Haid.	C. S. U.	\$0-2,45 % Haids, I	%	\$2,500 Halda.	-3,999 % Inc.	\$4,000 % Hslds.	%	\$7,000 % Halds.	07	\$10,00 Halda	0%
Goochland		9.2	.0053	1.7	2.0		7,078	.0023	769	4,164	3,431	39.6 1	6.1	27.4	24.0	25.8	37.2	4.8	10.0	2.6	12.
Grayson		22.1	.0129	8.7	5.9	2.7	21,154	.0071	957	3,711	3,584	39.7 1	6.2	28.0	24.8	25.3	36.8	4.4	9.6	2.6	12.
lreene		5.9	.0034	1.3	1.3		4,779	.0016	810	3,676	3,426	38.2 1	6.1	28.4	25.1	28.0	42.0	3.8	8.5	1.6	7.
Greensville		17.6	.0102	4.0	4.1	6.2	16,160	.0054	918	4,040			13.8	27.0	22.1	28.4	35.2	6.4	13.0	3.4	
dalifax		41.9	.0244	9.5	9.8	6.7	35,491	.0119	847	3,738			15.6	26.4	23.2	27.1	38.9	5.9	12.9	2.1	9.
South Boston		6.7	.0039	1.7	2.1 6.8	3.0	9,286	.0031	1,386	5,462			9.8	23.5	15.4	32.9	45.2 38.7	9.7	18.1	4.1	15.
1Henrico	117	328.0	.1907	91.8			599,975	.2012					3.8	18.6	9.8	41.1	35.4	15.4	20.1	9.3	
▲Richmond		243.1	.1413	69.6	88.4	1	480,443	.1611	1,976	6,903	5,432		3.3	18.2	9.3	42.5	35.7	15.8	20.1	9.8	31
12Henry		54.9	.0319	13.2	14.9	25.9	68,411	.0229					5.9	26.0	17.2	39.8	42.9	10.2	16.6	4.4	17
Martinsville		22.1	.0129	5.7	6.7		32,734	.0110	1,481	5,743		16.5	4.6	24.3	14.7	41.6	41.2	11.7	17.5	5.9	22
Highland		3.8	.0022	.8	.9		2,771	.0010	729	3,484	2,908	50.4 2	24.8	25.4	27.2	20.6	36.1	2.5	6.6	1.1	5
ale of Wight		16.1	.0094	3.7	4.1		17,438	.0058		4,713	4,182		9.7	24.1	17.7	34.7	41.3	8.2	14.7	3.9	
3 James City		15.4	.0089	2.8		7.6	19,101	.0064		6,822			0.2	14.7	10.0	35.3	39.0	11.9	19.9	5.5	
Williamsburg		7.6	.0044	1.2	2.2		11,795						2.2	12.5	5.9	41.2	31.7	24.4	28.4	11.9	
Ing and Queen		6.7	.0039	1.4	1.7		5,868	.0020	876	4,191	3,275	40.4 1	17.0	26.2	23.9	26.1	39.1	5.6	12.8	1.7	7
(ing George		6.9	.0040	1.7	2.1		8,981	,0030					8.0	23.5	16.4	37.3	42.5	10.6	18.2	3.8	
(Ing William		7.9	.0046	1.9	2.1		8,192	.0027	1,037	4,312			2.9	24.7	19.6	30.0	39.0	5.8	13.4	3.3	
ancaster		8.5	.0060		2.5		8,993	.0031					16.0	26.3	23.2	27.1	39.3	5.1	11.2	2.2	
.oudoun		33.3 22.7	.0193	7.4 5.4	7.5 6.3		28,390	.0079	715	3,217	3,174 4,152	41.4 1	9.2	30.9	31.1	24.2	39.9	7.0	7.0	5.6	
oulsa		12.0	.0070		3.0		9,717	.0032			3,237		9.7	27.3	25.8	23.8	38.2	4.0	9.8	1.2	
unenburg		14.6	.0085				14,951	.0051	1,024				3.1	24.6	10.9	30.5	40.7	7.4	14.9	2.6	
Aadison		8.7	.0050	2.1	1.9		6,565 8,667	.0022	755 1,026	3,126		48.8 2	23.9	27.0	28.6	19.9	34.8	5.1	9.3	2.4	
												7000									
Meckienburg		34.6	,0201	8.0		2.7	34,558	.0116	999	4,320		33.3 1		25.3	20.1	31.2	40.8	7.2	14.0	3.0	
Alddlesex		7.0 43.4	.0041	1.9		17.5	6,777 58,128	.0023	968	3,567 5,536	3,145 3,700	46.2 2 31.3 1	21.0	26.5	26.3 14.9	22.4 35.8	36.2 43.5	9.4	7.9 17.2	3.5	
INansemond		40.6	.0236	10.4	11.5	18.6	45,183	.0152	1,113	4,345	3,927	33.8 1	12.2	25.2	10.8	30.9	39.7	6.7	13.0	3.4	15
Suffolk		13.0	.0075	3.7	4.4		20,431	.0069	1,572	5,522	4,642	22.5	6.6	22.2	13.9	38.9	40.4	10.6	16.7	5.8	
Velson		13.8	.0081	3.2			16,746		779		27.00		18.8	28.4	27.6	24.8	39.4	3.4	8.3	1.3	
New Kent		4.1	.0023	1.0	1.0		3,877	.0013	946	3,877	3,577	37.3 1	15.0	24.9	21.8	30.6	43.7	5.4	11.7	1.8	7
Newport News	61	187.9	.1003	49.2	67.1	187.9	317,152	.1063	1,688	6,446	4,724	14.9	3.9	17.7	10.4	46.5	43.9	14.9	21.2	6.0	20
Hampton-Warwick.		187.9	.1093	49.2			317,158	.1063	1,688	6,446											
16▲ Newport News		47.3	.0276	13.5	16.8		76,887	.0257	1,626	5,695	4,570	18.6	5.4	21.6	13.7	42.7	43.9	12.2	19.0	4.9	18
▲ Hampton		76.9	.0447	19.8			134,184				4,927		2.9	16.1	8.8	49.3	44.2	16.6	22.4	6.6	
▲Warwick		63.7	.0370				106,081	.0356					4.2	16.7	9.6	46.2	43.6	15.0	21.4	6.2	
Norfolk	100	507.8	.2952	141.5	198.9	465.0	907,693	.3044	1,788	8,415	4,562	17.6	4.8	18.2	10.8	44.4	42.9	13.8	20.2	6.0	21
South Norfolk		433.4	.2519	184.8			843,161	. 2827	1,945	6,789											
16▲Norfolk		307.7	.1789				628,532					14.6	3.8	16.5	9.1	46.7	42.6	15.2	21.0	7.0	23
▲Portsmouth		98.5					174,452			6,275			5.0	19.1	11.9	45.4	45.9	12.9	19.7	4.9	
South Norfolk		27.2			8.3		40,177	.0134	1,477	5,659	4,784		4.8	19.8	12.1	45.2	45.5	13.4	20.4	4.7	
Vorthampton		17.4	.0102	4.0	5.3		17,365	.0058	998	3,775	3,233	44.2 1	19.4	24.3	23.1	25.0	39.0	5.0	11.7	1.5	•
Northumberland		9.6					9,541	.0032					14.9	28.3	24.0	25.1	34.8	5.3	11.1	3.1	-
Vottoway		17.1	.0100				20,472						9.1	23.0	16.5	36.2	42.3	9.5	16.9	3.7	
Orange		13.3					15,398		1				11.2	24.3	18.2	31.1	37.8	7.8	14.3	4.2	
age atrick		15.4	.0090				15,154 13,379		984				14.2	25.7		30.0	41.6	5.6 4.6	11.7	1.6	
8Pittsylvania	199	111.8					133,591			3,616 4,823			8.4	27.8	26.1 17.5	24.6	37.7	9.4	16.0	4.5	
△Danville	-	48.7	.0284		1		76,600			5,357	4,804		6.7	23.2	14.7	36.8	38.0	10.9	17.0	6.1	
owhatan		5.7					5,497			4,581			13.7	24.2			35.1	6.5	12.7	4.2	
rince Edward		15.8					17,907		1	4,712			16.5	21.2		27.5	38.7	6.8	14.4	2.8	
Farmville		4.7	.0027	1.2			7,582		1	6,318			11.8	15.6			38.4	9.6	16.8	5.3	
9Prince George △Hopewell See Patersburg-	254	46.7 22.5					74,184 28,750		1,623	7,348 4,957			3.4 8.2	15.3 22.5	8.6 15.8	49.8 37.5	46.2 42.9	15.9	22.4 18.5	3.7	
Hopewell- Colonial Heights																					
OPrincess Anne	100	81.1	.0472	19.6	30.3	16.8	130,005	.0436	1,803	8,586	4,287	19.1	5.3	18.8	11.5	44.1	44.0	12.3	18.5	5.7	25
Virginia Beach	1	10.7	.0062	3.6	3.9		20,398		1,906				5.6	21.5			37.6	12.6		6.9	

⁸ In 1952 the counties of Elizabeth City and Warkwick officially became the independent Cities of Hampton and Warwick. Since the Independent City of Newport News had been grouped previously with these counties, it is now included along with the cities of Hampton and Warwick as a new "County" called Newport News, to keep the state total additive.

1. Henrico County combined with the independent city of Richmond.

2. Hemry County combined with the independent city of Williamsburg.

3. James City County combined with the independent city of Radford.

4. Mortgomery County combined with the independent city of Radford.

15. Nansemond County combined with the independent city of Suffork.

16 For certain marketing purposes, Newport News may be regarded as included in the Norfolk-Portsmouth area.

17 Norfolk County combined with the independent cities of Norfolk, Portsmouth, and South Norfolk.

19 Prince George County combined with the independent city of Danwille.

19 Prince George County combined with the independent cities of Hopewell and Colonial Heights.

20 Princess Anne County combined with the independent city of Virginia Beach.

SM Standard (a) and Potential (b) Metropolitan County Areas.

© SM, 1958.

# HERE'S THE MAJOR PART OF THE NORFOLK-PORTSMOUTH

MARKET— where more dollars are spent than anywhere else in Virginia.



Across the Elizabeth River from Norfolk—shown above—is Portsmouth and South Norfolk... all connected by bridges and tunnels and all just 5 minutes apart. The three make up Virginia's Biggest and Buyingest market. SALES MANAGEMENT figures prove that beyond any doubt.

# THE VIRGINIAN-PILOT and LEDGER-STAR

NORFOLK-PORTSMOUTH, VIRGINIA.

REPRESENTED BY THE JOHN BUDD COMPANY

VIRGINIA		-	J	M	POPUL	LATIC	ON B, 1/1/	58		BUY	ECTIVE	COME	- 6	SM) E	STIM	ATES, 1	957	The	"SM"	symi	sales i	k orgin	al, es	ich-
COUNTIES	iro- poli-				Hou		Con-	Urban						Income			In	come Ba	reakdow	n of H	iousehek	ds		
(continued)	Area		Total (thou- sands)	of U.S.A	hoi (the san	ds S	Spend- ing Units thous.)	Pop. (thou- sands)	Net Dollar (000)	rs	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0	-2,499 % is. ins.	\$2,500 % Heids	3,999 % . Inc.	\$4,000- Halds.	0%	\$7,000- % Hskits.	0%	10,000 % Hslds.	% Inc.
Prince William Pulaski Pulaski			26.4 30.5 9.7	.018 .017 .008	8	5.8 7.7 2.6	9.7 8.1 3.1	9.7	34,	355 860 851	.0142 .0016 .0050	1,604 1,133 1,531	4,488	4,353 4,238 4,730	25.	8.8	15.9 28.3 24.7	9.1 19.5 15.2	37.1	39.5 44.7 44.7	7.6	22.0 13.8 15.8	3.1	24.5 13.2 20.0
Rappahanneek Richmend	118		5.8 5.9 140.4 104.4 9.9	.003 .003 .003 .000	16 18 4 17 3	1.3 1.4 0.9 0.6 3.0	1.3 1.6 47.2 34.9 3.3	122.6	5, 251, 188,		.0013 .0019 .0042 .0631 .0057	671 979 1,680 1,804 1,694	2,994 4,126 6,138 6,154 5,591	2,805 3,426 5,314 5,388 5,081	49. 39. 14. 14. 21.	9 16.2 9 3.8 7 3.7	27.1 28.0 19.2 19.0 20.2	30.0 23.1 10.8 10.6 12.0	26.0 44.1 44.0	37.1 37.8 40.1 39.7 39.5	14.4	6.7 12.7 10.8 20.0	.2 2.3 7.4 7.6 6.7	.9 10.4 25.5 26.0 25.0
22Rockbridge 23Rocklingham Harrisonburg Russell			30.6 50.7 12.4 27.6	.017 .029 .007	10 1	7.4 3.0 3.4 6.2	10.0 15.9 5.0 8.6	12.2 12.4	83. 21,	,801 ,659 ,791 ,814	.0133 .0213 .0073 .0074	1,301 1,254 1,787 790	5,379 4,889 6,400 3,518	3,963 3,996 4,318 3,265	25.	8 <b>10.</b> 7	29.5 23.6 18.7 27.2	14.5 17.5 11.5 28.2	32.9 38.0	37.9 39.7 38.2 38.0	7.8	16.6 14.3 17.0 9.8	4.8 4.1 7.0 1.5	20.2 17.8 26.2 6.9
Scott			27.8 21.5 31.3 7.6	.018	12	6.6 5.7 7.1 1.7	6.6 6.1 7.8 2.0	9.9	21, 29,	630 878 241 ,143	.0075 .0074 .0008 .0030	820 1,018 934 1,203	3,429 3,838 4,118 5,378	3,412 3,555 3,747 4,380	38. 34.	1 15.4 0 13.0	25.3 28.5 27.8 24.6	23.7 25.2 23.0 16.3	26.8 29.7	39.8 38.2 40.2 40.3	4.4 5.8	12.1 9.5 11.8 15.2	1.4 2.4 2.7 5.2	8.2 11.7 12.0 20.9
Southampton 24Spotsylvania Fredericksburg. Stafford			27.1 28.1 14.7 13.8	.018 .018 .008	51 36	6.3 6.7 3.8 3.3	8.8 5.8 3.8	4.9	38, 26,	,014 ,005 ,196 ,446	.0084 .0127 .0088 .0052	923 1,456 1,782 1,119	3,978 5,672 6,894 4,681	3,706 4,418 4,466 4,255	18.	7 7.0 8 4.9	25.9 19.5 15.3 25.2	21.9 12.6 8.8 18.2	40.4 45.7	35.2 42.6 43.1 45.8	11.2 13.6	11.6 17.9 19.4 16.5	5.2 6.8	15.8 19.9 23.8 11.6
Sussex.  Tazewell  Bluefield (Va.)- Bluefield (W. Va.			6.6 13.3 50.7	.000 .007 .020	77	1.5 2.9 1.6	1.7 3.2 12.5	9.6	11, 52,	,011 ,427 ,951	.0020 .0038 .0178	911 859 1,044	4,007 3,940 4,585 6,173	3,443 3,471 4,231	44. 41. 24.	2 16.8	23.9 28.5 29.9	21.3 23.6 21.9	24.6	33.1 35.8 41.7	5.0	13.6 11.0 13.0		13.9 12.8 15.1
Warren Front Royal 8 Warwisk			16.6	.000	57	4.3	4.7 3.1	9.8	15,	,402 ,393	.0053		5,498		16.	7 4.7	21.5	13.8	45.6	<b>45.2</b> <b>45.8</b>	12.6	18.4	4.9	16.6 17.9
∆Bristol (Va.)- Bristol (Tenn.) Bristol Weetmoreland			58.5 18.4 10.9	.000	14 1	0.7 4.8 2.8	5.6 3.0	24.0	50, 23,	,008 ,450 ,594	.0188 .0079		4,885	3,717 4,135 3,435	27.	7 9.2		21.1 16.9 23.2	36.3	41.7 42.8 36.2	9.0	13.5 16.1 12.1	3.6	11.0 15.0 10.8
26Wise			56.8 23.7 6.2 18.0	.033 .013 .003	18	3.1 6.7 1.5 4.6	13.7 5.9 1.8 5.6	12.6 8.2	22, 8,	358 ,054 ,088 ,772	.0179 .0074 .0027 .0080	939 931 1,305 1,321	4,073 3,869 5,392 5,168	3,876 3,732 4,284 4,225	38. 25.	1 14.1 5 7.9	30.1 27.3 23.1 21.6	24.5 23.2 15.6 15.1	28.6 36.6	42.6 30.7 40.3 48.7	5.5	12.1 11.6 16.6 19.9	2.3 2.5 4.9 2.7	9.8 11.4 19.6 9.6
Total Above Cities			1,491.0	.866	19 41	9.2	548.4		2,724,	152	.9135	1,827	6,753	4,967	16.	3 4.2	18.5	10.4	42.7	39.2	14.8	20.5	7.7	25.7
State Total		1	3,839.4	2.232	3 98	0.51	,196.6	1,893.0	5,626,	405	1.8865	1,465	5,738	4,702	23.	4 6.7	20.7	12.9	38.7	37.3	12.6	19.4	6.6	23.7
	J	M		MATE		/58		SH	E. B. I. ESTIMA	ATES,	1957				J	D PC	PULAT	ION ES, 1/1	/58		SM	E. B. I. ESTIM	ATES	, 1957
METRO. AREAS	Total (thou- sands)	9. U.S		iso- si id 8 ou- ds) l	Con- umer pend- ing Jnits hous.)	Urbs Poj (the sand	U- [	Net Dollars (\$000)	% of U.S.A.		Per H'se- hold		METRO. AREAS	T (t	etal heu- inds)	96	held (theu-	Con- sumer Spend- ing Units (thous.)	(thou sands		Net Deliars (\$000)	% of U.S.A.		Per H'se- hold
△Bristol-Johnson City-Kingsport. Danville Hampton-Newport News-Warwick. △Lynchburg	234.4 111.8 187.9 83.0	.0	650 2 093 4	9.8 7.7 19.2	66.7 29.9 67.1 25.7	18	5.8 3.6 7.9 3.9	291,891 133,891 317,152 118,520	.1063	1,198		△Pet Richn	ik- tsmouth ersburg nond		588.9 102.7 381.2 149.4	.3424 .0606 .2217 .0868	161.3 24.1 104.8 40.9	229.2 32.7 124.1 47.2	302	.4	037,698 141,513 882,718 251,055	.0475	1,378	6,433 5,872 6,514 6,138
	1	1					1					Total	Above /	Areas 1,	839.9	1.0697	489.8	823.4	1,400	.9 2	973,938	.9973	1,616	6,072
COUNTIES	Me- tro- poli- tan Area		Total Retail Sales (\$000)	W.S.	H	RE'	Buyin Power Inde	er Qu	ality	Indicate Sa	x les	Food (\$000)	Eatin Orin Plac (\$00	ik. Ge	7 eneral fidse. 8000)	Appar (\$000	el H	urn puso- ppl. 000)	Auto- motive (\$000)	St	Gas	Lumber Bldg Hdwre. (\$000)	. 0	Orugs 8000)
Accomac			29,18 87,34 56,07 25,94 15,93 3,66	8 .0 8 .0 8 .0 7 .0	145 1337 1280 1129 1080	2,919 4,844 3,414 2,174	.014 .031 .020 .014	19 10 04 1	74 93 119 82 97 54	7 10 16 7	2 11 3 5	8,670 17,42 14,74 7,92 4,59 28	0 2 4 8 3 4	754 ,173 ,130 946 372 15	2,262 7,284 6,041 2,943 2,030	4.	348 1.51 959 602	1,617 2,824 2,713 1,240 750 163	3,4 12,9 10,2 5,6 3,7	12 67 29	3,196 5,272 3,618 2,539 1,450 679	2,25 4,37 8,70 1,16 76	16 75 12 14	645 1,910 1,807 839 542 113

⁸ In 1952 the counties of Elizabeth City and Warwick officially became the independent Cities of Hampton and Warwick. Since the Independent City of Newport News had been grouped previously with these counties, it is now included along with the cities of Hampton and Warwick as a new "county" called Newport News, to keep the state total additive.

21 Reanoke County combined with the independent city of Roanoke.

22 Rockbridge County combined with the independent city of Buena Vista.

23 Rockingham County combined with the independent city of Harrisonburg.

24 Spotsylvania County combined with the independent city of Fredericksburg.
25 Washington County combined with the independent city of Bristol.
26 Wise County combined with the independent city of Norton.
1 Albemarle County combined with the independent city of Charlotteville.
2 Alleghany County combined with the independent city of Clifton Forge.
SM Standard (A) and Potential (A) Metropolitan County Area.

Before using these figures read foreword, page 13.

SM, 1958.

# ROANOKE

# Television...

has created new dimensions for our market's boundaries, for here  $2^{1/2}$  million people spend over 2 billion dollars annually in the WDBJ-TV 60-county coverage area. And in VIRGINIA the ROANOKE Television market is



first in families, population, and retail sales. area in TV homes. In Western Virginia WDBJ-TV, with CBS-TV Network affiliation, offers by far the best unduplicated coverage for your spot purchases! Buy Western Virginia! Buy Roanoke! Buy WDBJ-TV — for maximum height, maximum power CBS Television in a rich and growing market-place!

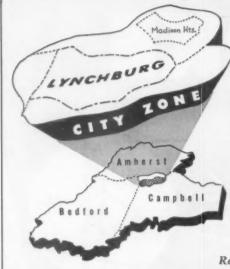
Radio...

Our National Representatives — Peters, Griffin, Woodard, Inc. can give you all the information, - or contact WDBJ.



AM - 960 KC - 5000 Watts FM - 94.9 MC - 14,200 Watts

radio television CHANNEL



### BUYING-WISE . . . THIS IS THE REAL LYNCHBURG METROPOLITAN AREA!

Not one, but three counties actually are contained in the Lynchburg metropolitan area, for its city zone straddles the borders of three counties! Lynchburg, with a city zone of 60,257, is the buying center of these counties, since its geographic position is exactly in the place where the three counties join.

But the real story is the total area in which the News and Daily Advance of Lynchburg are circulated. Actually, the metropolitan area has a 134,600 population and 34,100 families. The News and Daily Advance cover over 80% of these families. The straight facts are that Lynchburg and the News and Daily Advance offer the national advertiser the fifth largest metropolitan area as well as the fifth largest circulation in Virginia.

circulation in Virginia!

Metro. County Area Lynchburg ** Population® 134,600

Families* Income* 116.735.000 34.100

Retail Sales* 128,968,000

* Sales Management 1958
**Lynchburg-Amherst, Bedford & Campbell Counties

#### THE NEWS

Published by the Lynchburg News, Inc.

### THE DAILY ADVANCE

Published by the Lynchburg Daily Advance, Inc.

Represented nationally by WARD-GRIFFITH CO., INC.

VIRGINIA	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957				mbols mai		
COUNTIES CITIES continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Amheret		9,295	.0048	2,008	.0068	58	39	3,524	651	739		165	1,877	1,498	209	216
Appornattox		7,549	.0038	3,973	.0036	71	78	906	285	575	70		2,880	1,198	878	226
3Arlington	157	303,812	.1967	5,307	.2012	138	135	108,964	24,843	58,150	21,750	16,126	81,218	26,088	17,908	19,191
Alexandria		158,098	.0790		.0708	137	153	51,173	7,317	13,609	7,304	5,317	39,883	10,472	7,966	6,660
(Augusta		72,483	.0362	3,855	.0358	82	83	14,038	2,795	6,167	3,301	3,092	19,686	7,757	4,140	1,845
Staunton		31,362	.0157		.0136	94	109	6,340	1,083	3,780	1,687	1,699	8,251	2,952	2,015	1,091
Waynesboro		23,564	.0118		.0094	107	134	4,725	977	1,785	608	1,086	8,477	2,035	1,549	635
Bath		4,480	.0023	2,973	.0025	71	66	439	214	580	243	108	1,022	719	***	213
Bedford		19,270	.0096	2,538	.0115	65	54	5,335	683	2,126	430	442	4,720	1,930	1,306	239
Bland		3,071	.0015	2,194	.0019	53	42	1,070	38	356	***	16	1,274	248	***	
Balalaurt		8,651	.0044	2,163	.0061	64	46	2,380	534	1,143	50	217	1,837	1,593	338	178
Brunswick		11,272	.0056	2,684	.0068	57	47	1,814	284	2,339	279	159	2,815	960	1,377	235
Buchanan		14,403	.0072	1,800	.0121	52	31	3,267	429	2,729	410	1,100	3,450	1,374	260	474
Buckingham		6,383	.0032	2,563	.0038	56	47	779	373	1,717	78	***	876	1,042	229	220
5Campbell	232	100,403	.0501	4,564	.0448	92	103	21,527	4,952	15,273	5,731	7,759	18,445	7,279	7,883	3,702
△Lynchburg		80,178	.0401	1	.0349	100	115	16,603	3,884	12,548	5,279	6,468	13,956	5,176	6,280	3,326
Caroline		10,304	.0052	3,816	.0049	68	72	1,470	989	1,646	97	92	1,939	3,316	359	182
6Carroll		25,997	.0130	3,880	.0100	68	81	5,358	1,179	3,295	991	1,977	7,410	1,140	2,319	482
Charlotte		6,163	.0030	1,868	.0042	51	38	612	373	1,346	64		1,925	1,108	205	115
Charles City		529	.0003	588	.0012	44	11	388	14	127	***	***	***		***	
Chesterfield	117	12,863	.0064	989	.0220	71	21	2,848	1,422	1,414	51	814	2,545	2,510	773	103
Clarke		10,147	.0051	5,637	.0039	93	121	4,903	386	890	76	146	640	1,061	971	341
Craig		1,653		2,361	.0010	56	44	420	17	335	***	181	395	164	***	***
Culpoper		15,131	.0076	4,450		78	93	3,216		1,480	581	888	2,320			499
Culpeper		13,266	.0066		.0031	194	413	2,588	530	1,120	464	619	2,319	821	1,243	499
Cumberland		2,387	.0012		.0020	50	30	832			34		69	295	***	46
Dickenson		7,680		1,506	.0072	51	27	1,970			109	401	1,998		277	186
7Dinwiddle △Potersburg- Hopewell-	254	69,787	.0349	4,985	.0284	86	105	16,107	3,254	9,122	5,151	3,293	14,716	5,286	3,877	2,566
Colonial Heights		96,773	.0483		.0388	98	188	26,265	4,367	6.934	8,674	5,009	20,600	8,178	5.603	3,885
△Petersburg		62,502			.0231	103	139	15,163				3,118			3,368	-
8Elizabeth City		00,000	,,,,,,,,		10002		-	*******	2,010	0,100	0,101	0,110	11,004	2,211	0,000	8,100
Essex		10,872	.0054	7,248	.0033	89	146	1,110	344	1,188	178	179	3,294	1,216	2,625	291
9Fairfax	157	136,733			.1053	95	62	47,850				2,409	26,535	1	- 6	6,558
Falls Church		48,641			.0124	218	426	22,039	983		2,305		8,684			2,354
Fauquier		18,221		3,197	.0008	73	68	3,767	1				3,252	1		483
Floyd		5,526	.0028	2,047	.0037	84	41	838	227	1,052	42	203	2,170	395	232	101
Fluvanna		2,488	.0012	1,464	.0022	56	31	450	80	961		63			162	251

Arlington County combined with the independent city of Alexandria.

Augusta County combined with the independent cities of Staunton and Waynesboro.

Campbell County combined with the independent city of Lynchburg.

Carroll County combined with the independent city of Galax.

Dinwiddie County combined with the independent city of Petersburg.

In 1952 the counties of Elizabeth City and Warwick officially became the insependent cities of Mampton and Warwick. Since the independent city of Newport

News had previously been grouped with these counties, it is now included with them (Hampton and Warwick) as a new "county" called Newport News, to keep the state total additive.

3) Fairfax County combined with the independent city of Falls Church.

SM Standard (Δ) and Potential (Δ) Metropolitan County Areas.

Before using these figures read forword, page 13.

SM, 1958.

# **IMPORTANI** NOT SHO

At the beginning of the Metropolitan County Areas Section, Sales Management says: "For certain marketing purposes, such as radio (and TV) coverage, Newport News would be regarded as belonging to the (Norfolk) area."

Actually, Hampton-Newport News-Warwick on the north of our great natural harbor of Hampton Roads, and Norfolk-Portsmouth on the south are one continuous urban area, connected by two busy causeways-the James River Bridge, and the Hampton Roads Tunnel.

The Census, which was the basis for separation, has not yet reflected vast changes in recent years. The combined metropolitan area population has increased 32% since 1950-21/4 times the national rate. There was an increase of 52,500 people, or 7.2% in 1957 alone!

A new link, the Hampton Roads Tunnel which opened November 1, 1957, has greatly increased traffic between the two. And the traffic continues to increase by 300 vehicles daily!

For up-to-date, realistic population, sales, income, etc., always add Newport News and Norfolk markets.

Virginians reflect the unity of the area by calling it simply Tidewater, Va.

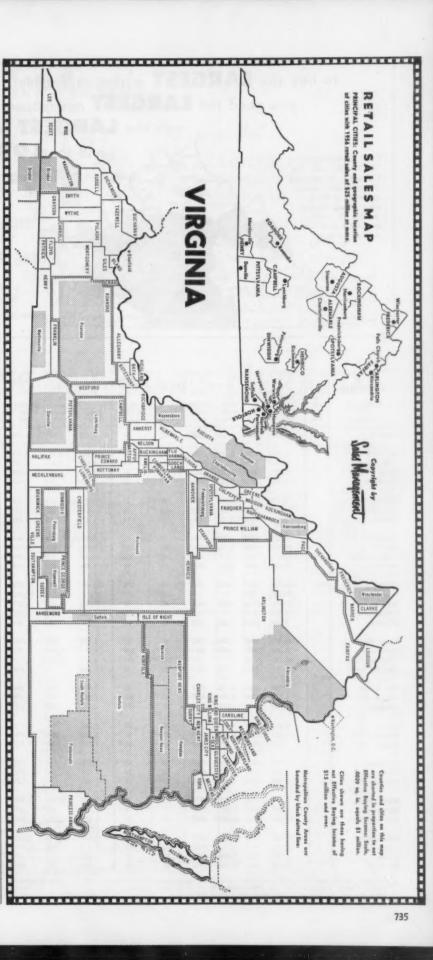
TIDEWTAR is a better way to spell it, and the best way to sell it-because in both radio and television WTAR covers and dominates this great market.

WTAR at Norfolk was the first radio station in Virginia. From Norfolk, focal point of Tidewtar, it continues to dominate the area in size of audience.

WTAR-TV also was the pioneer television station in the market. And it continues to lead all other stations by a wide margin in size of audience.

For further information please write or call

WTAR Radio Corporation 720 Boush Street, Norfolk 10, Virginia. Telephone: MAdison 5-6711. WTAR is represented by Edward Petry & Co.



## to buy the LARGEST market in Virginia

you need the LARGEST newspapers

with the LARGEST total daily circulation and the LOWEST milline rate

Cover 40 of Virginia's 98 counties with the Richmond Newspapers. in Virginia: These quality papers are read by 80 per cent of all families in this 40 county area who read any daily newspaper.

#### RICHMOND TIMES DISPATCH AND

#### THE RICHMOND NEWS LEADER

COVER AND SELL THIS BILLION DOLLAR MARKET

The 38th Largest in the Nation RICHMOND FAMILY INCOME: 15% above U. S. Average Source: February 1958, NRD

VIRGINIA	Me-				TAIL S	ALES-	SH E	STIMA	TES, 1	957					erk original MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Tetal Retail Sales (\$000)	of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Franklin		14,057	.0070	2,343	.0086	67	46	2,438	774	2,835	390	110	2,873	1,311	936	311
10Frederick		50,552	.0253	5.212	.0194	95	123	7,520	3,123	5,101	2,902	1,380	10,647	5,979	6,353	1,381
Winchester		40,797	.0204		.0120	135	229	5,998	2,048	4,162	2,732	1,294	9,233	3,292	8,336	1.038
Giles		14,773		2,968	.0089	72	60	3,573	585	1,508	245	628	4,349	1,278	1,239	587
Gloocester		9,987	.0050	3,329	.0045	70	78	2,508	224	1,732	142	471	2,182	1,206	884	228
Goochland		2,326	.0011	1,368	.0025	47	21	677	253	409		57	492	233		57
Grayson		4,721	.0024	828	.0069	53	19	831	123	1,187	405	288	715	669	171	147
Greene		2,844	.0014	2,188	.0019	56	41	327	48	633	***		1,278	289		***
Greensville		14,529	.0073	3,632	.0069	88	72	3,231	906	1,822	788	510	2,908	2,257	846	413
Halifax,		26,153	.0130	2,753	.0147	80	53	4.662	533	4,164	1.533	1.974	6,744	2.442	1.388	760
South Boston		16,873	.0084		.0049	126	215	3,009	210	2,203	1,415	1,609	4,927	755	814	552
Hanover,		17,828	.0089	3,021	.0104	72	61	3,094	732	2,104	65	315	5,126	2,864	1,170	458
11Henrico	117	452,928	.2263	4,934	.2086	108	119	100,482	25,609	97,916	26,107	21,641	71,744	31,360	18,360	15,822
▲ Richmond		426,930	.2133		.1728	122	151	91,012	23,615	97,039	25,859	20,449	67,383	27,188	16,875	14,212
12Honry		50,801	.0254	3,849	.0256	80	80	13,030	1,937	6,229	2,111	2,886	11,548	4,438	3,934	1,207
Martinaville		32,646	.0163		.0130	101	126	7,512	970	5,082	1,840	1,891	8,450	2,340	873	963
Flighland		1,006	.0008	2,063	.0012	85	36	127	36	321		206	263	801		***
Isle of Wight		10,519	.0063	2,843	.0063	67	56	2,250	295	848	186	195	2,632	1,373	1,195	228
13 James City		19,544	.0097	6,980	.0079	88	109	4,844	2,342	2,381	399	480	4,018	1,806	782	813
Williamsburg		17,091	.0085		.0054	123	193	4,111	2,042	2,148	399	375	3,762	1,282	782	813
King and Queen,		2,485	.0013	1,778	.0022	86	33	354	***	499			363	258	808	***
King George		4,283	.0021	2,519	.0029	73	53	1,210	291	863	***	28	1,003	899	33	14
King William		9,608	.0048	5,057	.0037	80	104	2,382	177	1,258	184	361	2,405	961	982	201
Lancaster		12,288	.0062	5,343	.0044	- 88	124	2,977	155	638	726	588	4,508	765	496	296
Lee		9,956	.0049	1,345	.0093	46	25	2,130	490	1,978	409	67	1,762	1,378	989	247
Laudoun,		25,564	.0128	4,734	.0110	83	97	5,618	701	2,078	457	670	6,763	2,289	3,277	504
Louisa:		9,212	.0046	3,177	.0043	61	66	1,780	193	1,137	***	324	2,322	627	482	284
Lunenburg		7,784	.0039	2,224	.0055	65	. 46	1,685	178	963	418	473	1,282	752	417	270
Madison		2,906	.0014	1,384	.0025	50	28	454	61	572	***	***	661	418	60	148
Mathews		4,942	.0025	2,907	.0026	68	86	960	151	721	83	345	1,453	384	199	111
Mecklenburg		31,671	.0158	3,950	.0145	72	79	5,292	1,185	3,556	1,206	1,196	8,813	5,228	2,263	787
Middlesex		6,201	.0031	3,264	.0029	71	76	1,853	192	981	***	256	1,013	522	375	383
Montgomery		37,485	.0188	3,570	.0204	81	75	8,933	1,730	3,903	1,063	1,984	9,853	3,495	2,542	1,320
I&Nansemood		37,323	.0186	3,589	.0179	76	79	9,048	1,356	4,247	3,571	2,532	6,348	3,873	2,230	1,242
Suffolk		30,165	.0151		.0095	127	201	7.015	864	3,717	3,306	2,168	5,926	2,292	1,155	1,083
Nelson		4,721	.0024	1,475	.0042	52	30	1,749	207	1,302	***	123	815	426	***	44
New Kent		2,586	.0013	2,586	.0015	65	57	531	208	402			612	326	499	***

¹⁰ Frederick County combined with the independent city of Winchester.
11 Henrico County combined with the independent city of Richmond.
12 Menry County combined with the independent city of Martinsville.
13 James City County combined with the independent city of Williamsburg.

¹⁴ Montgomery County combined with the independent city of Radford.
15 Nansemond County combined with the independent city of Suffolk.
SM Standard (A) and Potential (Δ) Metropolitan County Areas.
Before using these figures read foreword, page 13.

# Win these Top Awards



MARKETINGMAN 1st Class



**MEDIAMAN** 1st Class

#### Just Remember -

- 1. NEWPORT NEWS is Virginia's Third Largest Market.
- 2. Only the Newport News Daily Press and Times-Herald give you complete coverage . . . no other newspaper gives you more than 3% family coverage.

# ress and Times-Herald

NATIONAL REPRESENTATIVES: SAWYER-FERGUSON-WALKER COMPANY NEW YORK - CHICAGO - PHILADELPHIA - DETROIT - ATLANTA - LOS ANGELES - SAN FRANCISCO

VIRGINIA	Mo-			RET	AIL S	RETAIL SALES — SXI ESTIMATES, 1957  The "SM" symbols mark original, exclusive estimates by SALES MANAGEMEN														
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)				
8Newport News	61	197,132	.0984	4,007	.1045	96	90	52,543	11,552	19,912	11,819	15,001	42,419	15,389	7,957	6,00				
Hampton-Warwick.		197,138	.0084		.1045	96	90	58.543	11.552	19.918	11.819	15.001	42.419	15,569	7,957	6.00				
16 A Newport News		96,559	.0481		.0328	119	174	17,927	4.914	14,680	8,553	10,172	20.559	5.035	4,390	2.76				
▲ Hampton		66, 438	.0332		.0414	93	74	20,985	4,342	3,575	2.749	3.047	16,888	5,374	3,195	1,80				
▲ Warwick		34, 135	.0171		.0308	82	46	13,631	2,296	1.657	817	1.782	4.972	4,960	372	1,41				
17Norfolk	100	536,510	.2681	3,792	.2917	99	91	125,461	36,501	72,425	49,589	37,621	104,473	32,873	17.015	17,78				
▲Norfolk- Portsmouth-			,			-		120,101							.,,,,,	,				
South Norfolk		512,029	.2558		.2685	107	108	115,794	34,906	71,008	49,408	38,706	100,606	29,726	14,945	16,89				
16▲ Norfolk		378,900	.1893		.1980	111	106	82,640	26,703	57,050	39,931	28,261	67,623	21,486	10,142	12,88				
APortsmouth		108,248	.0541		.0569	99	98	26,521	7,233	13,286	9,388	8,266	21,018	6,498	3,621	3,18				
South Norfolk		24,881	.0124		.0136	86	78	6,633	969	672	89	178	11,965	1,742	1,180	82				
Northampton		16,207	.0081	3,523	.0073	72	79	5,702	891	1,648	802	356	2,482	1,838	457	55				
Northumberland		5,252	.0028	2,188	.0035	64	47	1,159	94	956	171	115	1,068	613	98	13				
Nottoway		15,566	.0078	3,706	.0078	78	78	3,311	981	1,288	799	710	3,596	1.256	817	61				
Orange		13,018	.0065	3,945	.0060	78	84	2,910	386	1,594	73	581	3,010	1,209	1,318	45				
Page		9,421	.0047	2,416	.0058	64	52	2,411	705	1.024	368	613	1,251	950	578	28				
Patrick		6,963	.0035	1,882	.0052	56	38	1.307	232	1.337	87	218	2.125	742	505	18				
18Pittsvivania	199	89,341	.0446	3,225	.0487	75	69	20,407	5.042	13.254	4,862	3,343	17,667	9,947	6,946	2,34				
△Danville		68,921	.0344		.0280	102	121	16,448	4,425	9,355	4,243	3,033	13,873	5,600	4,953	1,94				
Powhatan		4,070	.0020	3.392	.0022	67	61	492	34	604	87	59	1,963	576	190	**				
Prince Edward		17,594	.0088	4,630	.0075	82	96	2.761	508	3,390	861	583	3,718	1.003	2.042	55				
Farmville		15,229	.0076		.0041	152	281	2,314	303	2,467	860	534	3,524	725	1,939	55				
19Prince George	254	42,288	.0211	4,187	.0241	91	80	13.831	2,473	2.333	1,617	2.934	6,122	5,537	2,328	76				
△Hopewell  See Petereburg- Hopewell- Colonial Heights		25,338	.0127		.0113	86	97	7,372	913	1,447	1,433	1,517	5,949	1,730	2,016	68				

⁸ In 1952 the counties of Elizabeth City and Warwick officially became the independent cities of Hampton and Warwick. Since the independent city of Newport News had previously been grouped with these counties, it is now included with them (Hampton and Warwick) as a new "county" called Newport News, to keep the state total additive.

16 For certain marketing purposes, Newport News may be regarded as included in the Norfolk-Portsmouth area.

¹⁷ Norfolk County combined with the independent cities of Norfolk, Portsmouth, and South Norfolk.

South Norfolk.

18 Pittsylvania County combined with the independent city of Danville.

19 Prince George County combined with the independent cities of Hopewell and Colonial Heights.

SM Standard (A) and Potential (A) Metropolitan County Areas.

SM, 1958.

SM, 1958.

[©] SM, 1958.



16-County Coverage of the

## ROANOKE NEWSPAPERS

## Coverage

100% Coverage in Roanoke City

Coverage in 100% 60 principal 60 principal towns

Coverage in 64% primary 16-county market

### 1/2 Billion Dollar Market

completely independent market of over 450,000 people is reached daily by The Roanoke Times and The Roanoke World-

#### Roanoke is an Ideal TEST MARKET

It is isolated from competing markets, has minimum penetration from outside, self-contained economy, diversified industry, representative population, adequate size, sufficient distribution outlets, good newspaper coverage.

Roanoke is a "Burgoyne" City * Spot color is available

## Roanoke's Blue Ribbon Industries

Here is a partial list of Roanoke's Blue Chip Industries:

General Electric Du Pont Celanese Corp. U.S. Steel American Viscose U.S. Gypsum Yale & Towne Koppers Company National Carbide Lone Star Cement Norfolk & Western

shops and yards Burlington Mills Olin Mathieson James Lees Sons Thompson Products



National Representatives
SAWYER — FERGUSON — WALKER CO.



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VIRGINIA	Me-			RE	TAIL S	ALES-	SH)	STIMA	TES, 1	957		The	"SM" s e estimate:	ymbols ma by SALES	rk original MANAGE	exclu-
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
20Princess Anne	100	56,790	.0284	2,868	.0397	84	60	17,454	7,631	3,251	1,564	1,351	10,299	5,408	4,550	1,78
Virginia Beach		26, 496	.0132		.0086	139	213	7,579	2,939	1,829	1,013	914	6,411	1,769	580	1,14
Prince William		32,467	.0162	5,598	.0150	96	106	7,632	1,884	1,189	1,441	1,288	5,873	8,862	2,835	1,53
Pulaski		23,723	.0119	3,081	.0130	73	67	6,167	1,275	1,940	1,888	1,033	5,725	2,844	1,341	71
Pulaaki		18, 132	.0091		.0064	114	163	4,876	815	1,522	1,134	893	5,379	982	969	59
Rappahannock		2,891	.0014	2,224	.0017	52	42	893	174	458		321	645	256		
Richmond		18,667	.0093	13,334	.0044	126	266	1,667	559	1,719	310	782	7,904	865	1,019	66
21 Ploanoke	118	179,659	.0898	4,393	.0864	100	103	38,832	10,038	24,485	14,796	11,068	34,944	14,026	7,523	6,32
▲Roanoke		146,964	.0734		.0657	108	121	30,110	7,151	22,833	14,127	9,947	27,026	8,916	5,717	5,46
Salem		18,813	.0094		.0068	117	162	5,708	913	535	321	918	6,327	2,112	778	279
22 Rockbridge		20,891	.0104	2,823	.0134	75	56	5,218	1,646	2,468	790	521	4,157	2,194	1,200	654
23Rockingham		69,206	.0346	5,324	.0269	91	117	7,312	2,449	5,346	2,173	2,703	12,783	4,715	4,686	1,33
Harrisonburg		34,580	.0173		.0103	143	240	3,767	1,010	3,951	1,969	2,187	7,445	2,223	2,549	1,03
Russell		7,173	.0036	1,157	.0080	50	22	2,215	62	514	144	390	1,827	715	298	190
Scatt		14,101	.0070	2,137	.0001	57	44	3,808	089	2,067	288	803	1,017	1,835	809	39
Shenandoah		20,075	.0101	3,522	.0092	74	81	3,350	817	2,527	175	714	3,739	2,462	1,801	980
Smyth		23,374	.0116	3,292	.0120	66	64	4,743	1,044	3,080	1,083	1,639	5,122	2,052	2,432	74
Marion		14,216	.0071		.0045	102	161	2,779	558	1,038	795	1,240	3,920	1,164	1,448	506
Southampton		21,788	.0100	3,488	.0106	67	99	5,189	627	2,977	500	756	4,688	2,870	1,756	580
24Spotsylvania		48,037	.0240	7,170	.0166	110	150	9,437	1,896	5,072	1,963	2,952	12,548	3,564	4,437	1,45
Fredericksburg		44,929	.0224		.0128	149	260	8,867	1,684	4,153	1,964	2,952	12,548	2,872	4,163	1,45
Stafford		4,823	.0024	1,462	.0048	60	30	1,780	763	568	***	85	***	1,329	179	**
Surry		1,979	.0010	1,319	.0021	55	26	544	14	426			476	130	193	17
Success		9,582	.0048	3,304	.0049	84	62	1,850	448	1,146	186	203	1,977	1,315	1,313	29
Tazewell		25,900	.0129	2,233	.0187	63	44	8,036	1,089	3,221	844	1,010	5,287	2,151	1,296	. 84
Bluefield (W. Va.).		44,756	.0884		.0174	118	145	10.448	1.817	6.887	5,794	3.044	8,805	8,109	1,906	1,35

20 Princess Anne County combined with the independent city of Virginia Beach, 21 Roanoke County combined with the independent city of Roanoke. 22 Rockbridge County combined with the independent city of Buena Vista. 23 Rockingham County combined with the independent city of Harrisonburg, 24 Spotsylvania County combined with the independent city of Fredericksburg.

‡Data received too late for inclusion indicated that department store sales for the city and county of Roanoke increased by 29% over 1956. Therefore, the general merchandise group sales above should be increased by approximately three million dollars.

SM Standard (A) and Potential (A) Metropolitan County Area.

SM, 1958.

Before using these figures read foreword, page 13. O SM. 1958.

In Key **East Coast** Markets

#### Donnelly Adv.

Since 1850

the ultimate in Outdoor Advertising

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Donnelly Adv.

From Maine to Florida

VIRGINIA	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The	The "SM" symbols mark original, exclu- sive estimates by SALES MANAGEMENT.						
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Feed (\$000)	Eating & Drink. Places (\$000)	General Mdae. (\$000)	Apparel (\$000)	Furn,- Heuse- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)			
Warren		15,352	.8077	3,570	.0080	82	79	3,771	988	1,359	843	698	3,266	1,351	846	497			
Front Royal 8Warwick		14,865	.0074	*	.0060	105	130	3.546	956	1,328	844	608	3,193	1,313	800	496			
25Washington △Bristol (Va.)	188	42,818	.0214	3,219	.0226	66	65	10,425	2,406	3,133	2,087	2,719	7,820	5,610	3,226	1,071			
Bristol (Tenn.)		53,757	.0868		.0210	98	180	12,748	1,736	8,588	3.808	3.981	10,639	4,490	2,922	1,537			
△Bristol		23, 253	.0116		.0096	90	108	5,612	1,142	2,036	1,653	2,299	4,239	2,607	1,315	568			
Westmoreland		11,062	.0055	3,958	.0047	75	87	2,353	591	1,910	43	75	2,884	205	1,925	314			
26Wise		29,820	.0149	2,276	.0200	61	45	7,748	1,424	3,300	1,895	2,847	7,008	2,610	1,013	784			
Wythe		17,966	.0090	3,152	.0092	67	85	3,654	926	2,482	306	489	3,956	2,144	1,280	417			
Wytheville		13,786	.0069		.0041	114	192	2,577	737	1,496	283	455	3,726	1,281	1,063	265			
York		12,098	.0061	2,630	.0079	75	58	2,340	807	1,041	72	130	2,855	1,442	956	1.616			
Total Above Cities		2,228,812	1.1134		.9645	111	128	526,523	120,843	307,644	155,168	130,058	456,296	151,051	105,474	76,016			
State Total		3,679,581	1.8382	3,753	1.9411	87	82	876.468	203.034	487,238	197,785	181,689	745,563	322,422	208,210	123,509			
METRO. AREAS				RET	AIL S	ALES-	SH E	STIMA	TES, 1	957									
△Bristol-Johnson									1						1				
City-Kingsport	188	213,719	.1067	3,574	.1081	79	78	50,323	7,965	27,619	12,193	15,312	44,796	18,253	19,454	5,477			
△Danville	190	89,341	.0446	3,225	.0487	75	89	20,407	5,042	13,254	4,662	3,343	17,667	9,947	8,946	2,341			
News-Warwick	61	197,132	.0964	4,007	.1045	96	90	52,543	11,562	19,912	11,819	15,001	42,419	15,389	7,957	6,000			
△Lynchburg	232	100,403	.0601	4,564	.0446	92	103	21,527	4,952	15,273	5,731	7,759	18,445	7,279	7,883	3,700			
Norfolk-Portsmouth .  △Petersburg-	100	593,308	.2985	3,678	.3314	97	87	142,915	44,132	75,676	51,153	38,972	114,772	38,281	21,874	19,570			
Hopewell	254	112,075	.0580	4,850	.0525	88	94	29,938	8,727	11,455	6,768	6,227	20,838	10,803	6,205	3,325			
Richmond	117	465,791	.2327	4,445	.2286	103	105	103,338	27,031	99,330	26,158	22,255	74,280	33,870	19,133	15,925			
‡Roanoke	118	179,659	.0898	4,393	.0884	100	103	38,832	10,638	24,485	14,798	11,008	34,944	14,028	7,523	8,326			
Total Above Areas		1.951.428	.9748	3 984	1.0048	94	91	459.823	116,439	287.004	133,280	119.937	368.170	147.828	96.675	62.732			

W	AS	H		N	G	T	0	N	_	(Other	Pacific	States:	California,	Oregon.)
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	us.)			NU	MBE	R OF	OUT	LET	8				("8)			NU	MBE	R OF	OUT	TLET	S		
Map, page 744  City County	Pop. (thou	Total Outlets	Food	Eat. & Orink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	LET	Druge	City Guanty	Pep. (thou	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
AberdeenGrays												Kennewick Benton	14.0	162	24	26	8	8	5	20	20	14	4
Harbor	20.5	331	87	75	20	22	12	26	30	18	7	LangviewCowlitz	23.8	271	39	31	30	19	23	20	44	15	14
AuburnKing	8.0	145	22	21	9	9	14	9	22	11	4	Moses Lake . Grant	12.1	126	11	22	15	11	8	11	14	20	2
BellinghamWhatcom	36.8	518	119	92	32	55	22	28	50	27	18	Mount								-			
BremertonKitsap	32.9	385	63	69	26	31	30	23	41	20	15	VernenSkagit	7.3	205	19	36	18	24	14	21	19	11	8
CentraliaLewis	8.8	194	34	35	8	20	12	17	16	14	4	OlympiaThurston	17.8		92			37		-	44	21	11
ChehalisLewis	5.7	149	34	22	14	9	11	13	10	12	4	PascoFranklin	14.9	160	18	33	10	18	11	11	24	12	5
EllensburgKittitas	8.5	168	19	25		10	11	9	38	18	8	Port Angeles Cialiam	12.3	-	51		25	20		14	-	11	8
EverettSnohomish	35.1	578	125	111	35	39	- 30	41	79	31	18	PullmanWhitman			18		1	8	7	7	11		3
HogulamGrays						-						Puyallup Pierce	11.2		42			10	10	14	29	17	R
Harbor	11.4	137	37	31	9	8	8	5	18	5	5	RentonKing	17.5		36			23	18	18	27	20	
KelsoCowlitz	9.2	162	28		7	5	18		23	10	4	Richland Benten	27.1										

⁸ In 1952 the counties of Elizabeth City and Warwick officially became the independent cities of Hampton and Warwick. Since the independent city of Newport News had previously been grouped with these counties, it is now included with them (Hampton and Warwick) as a new "county" called Newport News, to keep the state total additive.

25 Washington County combined with the independent city of Bristol.

^{*}Data received to late for inclusion indicated that department store sales for the city and county of Roanoke increased by 29% over 1956. Therefore, the general merchandise group sales ahove should be increased by approximately three million dollars.

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

Before using these figures read foreword, page 13.

WASH.		(thous.)		NUN	IBER O	FOUTL	ETS					us.)			NUN	BER	OF OU	TLET:	3		
(continued) City Cou	inty	Pop. (the	Total Outlets Food	Eat. & Drink.	Mdse.	F-H-A	Gas Sta. L-8-H	Drugs		City	Co	ounty	Pop. (thous.)	Total	Food	Eat. & Drink.	Mdse.	F-H-A	Auto.	Sta.	Drugs.
Seattle King Spokane Spokar Sunnyside Yakima Tacoma Pierce	a	575.1 8. 189.9 2 6.0 159.0 1,	,016 35 112 1	8 14	184 137 8 10	122 1	96 640 31 15 244 9 12 15 1 01 192 11	5 73 5 2	Wa	illa Wal	Clark la., Walls eChels Yakir	walla	. 25.	5 48 9 35 8 27	2 79 7 40 3 41	59	51 33 27	27 33 29 30 26 20	20 20	31 38	19 22 16 31
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	Me- tro-				Con-		-						120, 11			e estim				AGEIN	Erei.
COUNTIES CITIES (continued)	poli- tan Area	Total (thou- sands)	of U.S.A.	House- holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dellars (000)	of U.S.A.	Per Gapita	Per Hold.	Per G. S. U.	\$0-3	2,499 %	%	0-3,999 % Inc.	\$4,000 % Hiskits.	9-8,999 %	\$7,000 % Halds	9,999 %	\$10,06	O&ove
Adams		10.3	.0060	3.2	3.4		25,663	.0086	2,492	8,020	7,439	15.8	3.1	16.8	7.2	-	25.9		12.9	-	50.9
Asotin	252	12.9 70.0		4.1 21.5	4.1 22.4	6.8 46.5		1			5,120	26.0 11.2	7.8	22.4 15.9	14.5 8.4	38.3 47.4		9.0	14.5 22.8	6.3	
wick-Richland		56.0		15.9			114.842														
△Richland △Kennewick		27.1 14.0		7.1			58,504 25,274	.0196				6.7 15.5	1.4	10.7	4.8 11.6	47.1	35.2 41.5	24.7 13.9	28.0 19.8	10.8	30.6
Chelan		- 43.5		14.3							4,865	23.6	7.3	26.6	17.9	35.9	39.5	8.7	14.5	5.2	20.8
Wenatchee		16.8 28.4		5.7 9.1			32,517 49,540	.0109			5,113 5,167	20.9	5.9 6.3	23.0	14.3	39.0	39.3	10.5	15.9 17.8	6.6	
Port Angeles		12.3	.0072	4.0	4.4		24,574	.0082	1,998		5,523	18.4	4.8	17.9	10.3	42.1	39.2	14.0	19.7	7.6	
Vancouver	111	87.0 42.5		27.6 13.3		50.7	136,292 71,506			4,930 5,376	4,868 4,993	23.7 19.4	7.4 5.7	22.6	15.5 14.0	39.5 43.2	43.9 45.5	10.0 11.2	16.8 17.8	4.2	16.4 17.0
Columbia		4.9	.0028	1.6	1.6	3.1	8,425	.0028	1,719	5,266	5,188	28.9	8.5	25.7	16.4	29.6	30.9	7.7	12.1	8.1	32.1
Cowlitz		80.5 23.8		19.0 7.5		33.0	107,126 48,118	.0359	1,771	5,638	5,392	17.4	4.8	20.6	12.5	43.6	43.1	12.6	18.8	5.8	
Kelso		9.2		2.9			18,378		1000		5,900 5,013	11.2	2.8	17.0 21.0	9.2	49.3	43.4	14.9	19.8	7.6	
Douglas		14.7	.0085	4.5	4.5		25,970	.0087	1,767	5,771	5,767	22.2	5.9	25.7	14.9	32.6	30.8	10.1	14.4	9.4	34.0
Franklin  APasco See Pasco-Kenne-	252	4.3 22.3 14.9	10130	1.1 7.2 4.5		14.9	5,874 44,518 31,064	.0020 .0149 .0104	1,996	6,183	4,082 5,668 5,625	29.8 15.3 10.3	10.1 3.9 2.5	26.4 20.2 18.3	19.2 11.4 9.7	33.0 42.0 46.2	39.6 38.5 39.9	6.1 15.0 17.1	11.1 20.8 22.3	4.7 7.5 8.1	25.4
wick-Richland		3.2	.0019	.9	1.0		6,838	.0023	2,137	7,598	6,314	15.0	3.2	23.2	11.0	34.7	26.7	12.4	14.5	14.7	44.6
Grant		49.6	.0258	14.4	18.5	19.4	101,171	.0340	2,040	7,026	5,453	12.2	3.0	16.1	8.4	48.0	41.7	15.4	20.2	8.3	28.7
Moses Lake		12.1	.0071	3.9			23,277	.0078	1,924	5,968	5,363	16.0	4.3	20.5	12.0	44.6	42.8	12.4	18.1	6.5	
Aberdeen		57.0 20.5		19.1 7.0	20.3 7.8	31.9	101,593 41,296				4,994 5,257	20.3	5.6	21.3	13.8	40.2	42.6	10.7	17.1	5.2 6.9	19.8
Hoquiam		11.4	.0066	3.7	4.1		21,699 20,542	.0073	1,903		5,215 3,826	16.8 36.1	4.6	17.7	10.8	46.8	46.0	13.3	19.7	5.4	18.9
Jefferson		8.1	.0047	2.4	3.4	4.9	13.751	.0046	1,098	5,730	4,027	27.5	9.1	22.0	15.9	38.3	44.9	8.3	14.7	3.9	
King	135	860.0		202.2		701.5				6,217	5,451	18.4	4.8	18.7	10.6	41.1	38.3	14.1	19.9	7.7	
ASeattle		575.1 17.5	.0102	195.4 5.3			1,328,852			7	5,443 5,272	15.7	3.9	17.5 18.9	9.6	42.9	37.9	15.3	20.5	8.6	
Auburn		8.0		2.7	2.8		15,320					20.3	5.6	17.7	10.8	43.0	42.5	13.5	20.1	6.0	
Kltsap △Bremerton	187	80.5 32.9		26.4 11.0		35.3	134,322 60,402	.0450		5,088 5,491	4,699 5,092	22.9 17.6	7.2 5.1	20.4 19.2	13.9 12.0	42.8 46.7	<b>47.9</b> 48.2	10.4 12.2	17.6 19.1	3.5 4.3	13.4 15.6
Kittitas		20.3	10000	8.1	7.7	8.5				5,563		27.4	8.6		14.2		41.3	10.1	17.1	4.8	18.8
Ellensburg Klickitat		8.5 12.7		2.5 4.2			16,410 19,686		1,931 1,550	6,564	100	28.6	8.4	13.3			41.9	12.2		5.9	
Lowis		45.1		14.9					1,462		4,540	26.5 31.2	8.8	26.3	19.8	31.6	40.4	7.5	14.8	7000	16.2
Centralia-Chehalis,		14.6		4.8			24,887	.0085		5,185											
Chehalis		5.7 8.8		1.9 2.9			9,919 14,968		1,740		4,855	30.2	10.0		15.4		36.1		17.2 17.5		23.0 17.1
Lincoln		11.1		3.5			27,799		2,504		7,688	19.7	3.9	19,6	8.2	29.2	20.3	12.4	13.0	19.1	54.6
MasonOkanogan		15.7 29.2		5.0 8.8					1,677	5,266 4,785	4,888	21.6	6.5	20.2	13.4 10.6		46.9		16.7 16.2		16.5
Pacific		16.3		5.5						4,621		29.9			16.0				15.5		17.8
Pend Oreille		7.7	.0045	2.4	2.4		10,710			4,463						37.9			13.7		11.5

#### NEW 2-in-1 MAPS

Each state map in this edition of the Survey includes a distort map based on income and a retail sales map showing the location of cities, with county outlines, that had 1956 retail sales of \$25 million or more.



Necessities or pleasures—metropolitan Seattle chooses them all from the pages of The Seattle Times. For this is the only newspaper that reaches 7 out of 9 newspaper-reading homes in Seattle—including 375,680 people who don't read any other Seattle newspaper!

Reach the mass market and the class market with Seattle's dominant newspaper—The Seattle Times!

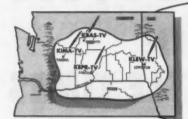




See, Smidley!

# BIGGER THAN EVER

\$ 59,654,000 \$129,333,000 \$ 23,279,000



KIMA TV
YAKIMA, WASHINGTON
with its satisfies
KEPR TV, Parco, Wash,
KLEW-TV, Louiston, Matho
and RBAS-TV
Ephrote, Mosos Lako, Wash

NATIONAL REP: WEED TELEVISION

PACIFIC NORTHWEST: MOORE & ASSOCIATES

1		0		PULAT		58	EFI BU	FECTIVE YING IN	COME	_ (	CH ES	TIMA	res, 1	957	The	e "SM" e estima		SALES			
WASH.	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	vn of H	louseho	lds		
(continued)	tan Area	(thou- sands)	of U.S.A.	(thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Hslds.	%,499 // Inc.	\$2,500 % Hslds.	-3,999 % inc.	\$4,000 % Halda.	%	\$7,000 % Halds.	-0,999 % Inc.	\$10,000 % Halds	%
Pie-ce	147	316.3	.1839	94.4	127.4	207.2	564,006	.1891	1,783	5,978	4,425	27.7	8.4	17.9	11.8	37.5	40.3	11.3	18.3	5.6	21.2
▲Tacoma		159.0	.0925	54.4	58.2		288,875	.0969	1,817	5.310	4,955	24.7	7.4	21.7	14.1	37.3	39.7	10.8	17.4	5.5	21.4
Puyallup		11.2	.0065	3.8	3.8		17,813	.0060	1,590	4,688	4,597	29.8	9.9	21.0	15.0	36.4	42.8	8.9	15.9	3.9	16.4
San Juan		3.2	.0018	1.1	1.1		4,880	.0016	1,528	4,445	4,102	30.2	11.0	33.8	26.6	27.5	35.5	4.5	8.7	4.0	18.2
Skagit		50.4	.0293	15.7	15.7	17.3	72,068	.0242	1,430	4,590	4,564	29.6	9.9	24.9	18.2	32.9	39.2	8.4	15.1	4.2	17.6
Mount Vernon		7.3	.0042	2.1	2.8		14,043	.0047	1,924	6,687	4,896	18.3	4.9	18.1	10.4	44.1	41.9	12.2	17.5	7.3	25.3
Skamania		5.4	.0032	1.8	1.8		7,974	.0026	1,477	4,430	4,251	28.8	10.2	28.8	22.2	31.8	40.2	7.6	14.5	3.0	12.9
Snohemish	206	140.1	.0814	46.6	48.3	59.1	223,514	.0750	1,595	4,796	4,623	26.8	8.8	22.9	16.2	37.3	43.3	9.1	15.9	3.9	15.8
△Everett		35.1	.0204	12.4	13.4		64,179	.0215	1,828	5,176	4,765	25.0	7.7	20.2	13.6	40.3	44.4	10.0	16.6	4.5	17.7
Spokane	140	278.9	.1622	91.1	101.8	224.1	525,799	.1763	1,885	5,772	5,161	21.6	6.1	20.1	12.2	39.3	39.2	12.5	18.8	6.5	23.7
▲Spokane		189.9	.1104	63.5	72.1		379,110	.1271	1,996	5,970	5,251	20.4	5.6	19.6	11.6	40.1	38.9	13.0	19.1	6.9	24.8
Stevens		20.8	.0121	6.4	6.4	3.3	24,784	.0083	1,192	3,873	3,862	35.8	14.2	28.2	24.4	28.2	39.8	5.7	12.2	2.1	9.4
Thurston		48.0	.0279	16.2	16.7	20.4	84,589	.0284	1,762	5,222	5.051	23.7	7.1	22.3	14.4	37.9	40.3	10.6	17.1	5.5	21.1
Olympia		17.8	.0104	6.3	6.9		40,073	.0134	2,251	6,361	5,730	17.0	4.3	19.3	10.6	41.0	36.8	14.0	19.0	8.7	29.3
Wahkiakum		4.0	.0023	1.0	1.3		5,656	.0018	1,414	5,658	4,343	20.4	6.4	25.4	17.4	39.6	44.2	11.0	18.6	3.6	13.4
Walla Walla		43.2	.0281	13.0	15.6	29.5	78,827	.0265	1,825	8,064	5.037	21.4	5.9	22.2	13.4	38.1	37.5	10.8	16.1	7.5	27.1
Walla Walla.,		25.9	.0151	7.7	9.5		50,160	.0169	1,937	6,514	5,255	18.5	4.8	19.9	11.2	40.7	37.6	12.5	17.5	8.4	28.9
Whatcom	180	73.6	10428	24.6	25.6	36.8	110,984	.0372	1,508	4,512	4,325	30.1	10.5	25.6	19.4	32.9	40.8	8.1	15.1	3.3	14.2
△Bellingham		36.8	.0213	12.7	14.4		64,285	.0215	1,747	5,062	4,463	27.9	9.1	22.2	15.7	36.6	42.3	9.1	15.9	4.2	17.0
Whitman		31.5	.0183	9.1	13.4	15.1	65,065	.0218		7,150	4,835	27.0	7.0	16.5	9.3	33.5	30.9	12.7	17.7	10.3	35.1
Pullman		11.8	.0069	2.6	6.9		26,015	.0087	2,205	10,006	3,723	16.8	4.2	21.3	11.9	36.0	32.5	16.7	22.8	9.2	28.6
Yakima	279	151.0	.0878	46.6	46.9	71.9	210,936	.0707	1,379	4,527	4,489	29.4	10.0	26.3	19.6	32.3	39.1	8.1	14.7	3.9	16.6
∆Yakima		44.3	.0258	14.7	16.0		79,440	.0267	1,793	5,404	4,948	24.1	7.2	22.0	14.1	37.0	39.1	11.2	17.9	5.7	21.7
Sunnymide		6.0	.0035	1.9	1.9		10,387	.0035	1,731	5,467	5,321	24.2	6.9	21.1	13.0	36.2	36.6	11.7	17.9	6.8	25.6
Total Above Cities		1,406.2	.8176	467.7	551.1		2,907,067	.9747	2,067	6,216	5,275	18.7	5.0	19.0	11.1	41.5	30.4	13.6	19.5	7.2	25.0
State Total		2,755.6	1.8021	880.9	1,002.5	1,703.5	5,081,212	1.0960	1.837	5.881	5.049	22.5	6.5	20.7	12.8	38.8	30.6	11.8	18.2	8.2	22.9

SM Standard (A) and Potential (A' Metropolitan County Areas.

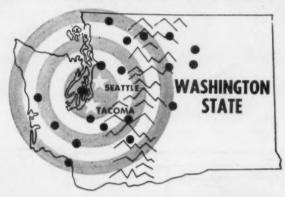
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Before using these figures read foreword, page 13.

# You need concentrated coverage



# not "scatter-shot" coverage



# ... in the PUGET SOUND AREA

More than half the population and business of Washington State is concentrated in the Seattle and Tacoma markets.

To sell Tacoma, the State's No. 2 market, you need the *Tacoma News Tribune* which provides the *only* concentrated coverage in its area (more than four times the combined circulation of the Seattle dailies).

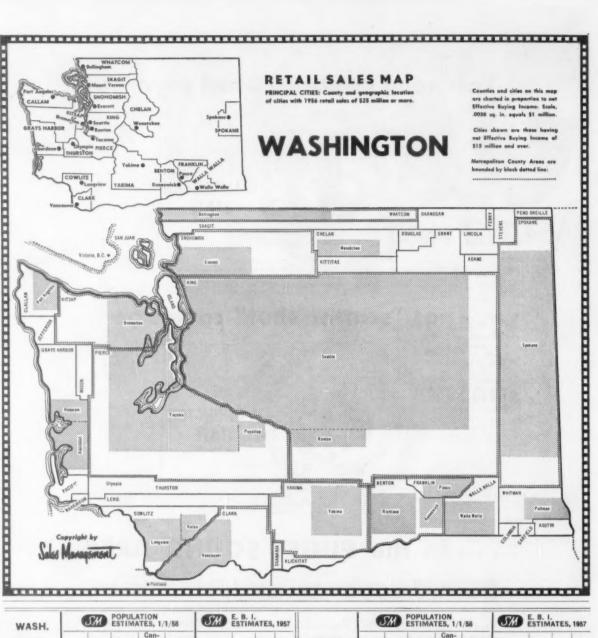
In the Tacoma market, no outside newspaper approaches these coverage figures:

The Tacoma News Tribune delivers 83% of its City Zone; 80% it its Metropolitan Area; 62% of its Trading Area. (Total net paid, 83,446)

# TACOMA NEWS TRIBUNE

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WASH.		SH	POPULA ESTIMA	TES, 1/	1/58	SM	E. B. I. ESTIM	ATES,	1957		6	CM	POPULA	TION TES, 1/1	/58	SH	E. B. I.	ATES,	1957
METRO. AREAS	Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pep. (thou- sands)	Net Dollars (\$000)	% of U.S.A.	Per Cap- ita	Per H'se- hold	METRO. AREAS	Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pep. (theu- sands)	Net Dollars (\$000)	% of U.S.A.	Per Cap- ita	Per H'se hold
△Bellingham	73.6	.0428	24.6	25.6	36.8	110,984	.0372	1,508	4,512	Spokane	278.9	.1622	91.1	101.8	224.1	525,799	.1763	1,885	5.77
△Bremerton	80.5	.0468	26.4	28.5	35.3	134,322	.0450	1,669	5,088	Tacoma	316.3	.1839	94.4	127.4	207.2	564,006	.1891	1,783	5,97
△Everett	140.1	.0814	46.6	48.3	59.1	223,514	.0750	1,595	4,796	△Yakima	151.0	.0678	46.6	46.9	71.9	210,936	.0707	1,397	4,52
△Pasce-Kenne-											-								-
wick-Richland	92.3	.0637	28.7	30.2	61.4	183,146	.0614	1,984	6,381	Total Above Areas	1,992.7	1.1586	650.6	741.9	1,397.3	3,769,240	1.2638	1,892	5,79
Seattle	860.0	.5000	292.2	333.2	701.5	1,816,533	.6091	2,112	6,217										

	Me-			RET	AIL S	ALES-	SM E	STIMA	TE8, 1	957		The		ymbols ma by SALES	irk original, MANAGE	MENT.
COUNTIES	tro- poli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Preduction	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- mative (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Adams		15,090	.0075	4,716	.0077	128	125	2,517	1,052	1,477	331	185	2,381	1,648	3,466	943
Asotin		6,711	.0034	1.637	.0061	81	45	2,061	568	242	246	420	439	731	1,014	434
Benton  △Pasco-Kenne-	252	62,898	.0314	2,925	.0408	100	77	20,086	4,246	4,524	2,765	3,335	8,304	7,004	4,616	3,949
wick-Richland	- 1	74,835	.0374		.0370	114	115	90,342	4,493	6,518	3,184	3,303	15,586	7,898	5,772	3,418
△Richland		19,450	.0097		.0159	101	62	6,914	1,737	1,684	1,350	1,134	954	2,159	472	2,011
△Kennewick	- 1	25,345	.0127		.0097	118	155	7,966	1,164	1,474	523	1,284	5,210	3,088	2,482	498

In Seattle & Western Washington they

to

# KOMO-TV

...for bright programming-and they get it! They're the kind of audience who responds, too. Their average family spendable income of \$6,433 in King County alone is \$700 higher than the U.S. average. An income which aids and abets these impressive statistics in our signal area:

Population . . . . 1,743,300 (1957)

Set Count . . 618,000 (Feb. 1, 1958)



look



KOMO-TV Channel 4 · Seattle

SOLD BY NBC



SPOT SALES

WASH.	Me-			RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957		The	"SM" s	ymbols ma by SALES	rk original,	exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink, Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- metive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Chelan		64,620	.0323	4,519	.0289	108	128	15,323	3,614	7,786	2,923	2,518	12,715	5,978	8,742	2,371
Wenatchee		42,431	.0212		.0138	142	219	8,922	1,803	6,557	2,567	1,821	9,704	3,406	3,540	1,689
Clallam		30,746	.0153	3,379	.0162	98	93	9,484	2,479	3,057	1,213	1,393	5,001	2,581	1,187	888
Port Angeles		23,078	.0115		.0090	125	160	6,628	1,598	2,544	1,014	1,218	4,878	1,717	912	560
Clark	111	82,519	.0412	2,990	.0453	90	81	22,594	5,155	6,620	2,652	5,245	15,874	7,941	4,559	3,076
Vancouver		55,481	.0277		.0253	102	113	14,080	3,269	4,949	2,390	4,514	13,323	4,969	1,953	2,203
Columbia		5,431	.0028	3,394	.0028	100	100	1,144	489	83	158	193	400	306	1.844	282
Cowlitz		66,121	.0330	3,480	.0349	90	94	16,319	3,997	6,533	2,561	4,316	12,806	6,880	4,483	2,429
Longview		42,824	.0214		.0172	125	155	10,243	1,778	5,409	2,133	2,621	9,650	3,046	2,176	1,739
Kelso		14,159	.0071		.0063	117	131	3,779	1,146	641	249	1,595	1,495	2,111	1,599	451
Douglas		4,229	.0021	940	.0067	79	25	1,155	548	118	151	110	728	410	606	153

© SM, 1958.

Before using these figures read foreword, page 13.

KPQ

# NLAND WASHINGTON

# 12 COUNTY INLAND WASHINGTON

POPULATION: 439,000 ★ EFFECTIVE BUYING INCOME: \$748,540,000

A distinct and separate market from Seattle's coastal region, and Spokane's Inland Empire.

### INLAND WASHINGTON

Nat'l Reps. Forjoe & Co.

Seattle & Portland Art Moore & Assoc. Phone NO 3-5121 Wenatchee

Nat'l Sales Pat O'Halloran

ASHINGTON 5000 W - 560 KC

# WENATCHEE

Adams

Benton Chelan

4. Douglas 5. Ferry 6. Franklin

Grant Kittitas Klickitat

Lincoln

II. Okanogar



*Source: Current SURVEY OF BUYING POWER

12. Yakin

INLAND WASHINGTON

WASH.	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957					MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Flotail Sales (\$000)	% of U.S.A.	Per Hald. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink, Places (\$000)	General Mdse. (\$800)	Apparel (\$900)	Furn Hause- Appl. (\$000)	Auto- motive (\$800)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
orry		1,880	.0000	1,709	.0017	68	36	388	208	059	41	50	67	224	140	10
ranklin	252	32,163	.0161	4,467	.0149	115	124	5,816	1,749	3,471	1,349	885	9,496	2,968	3,189	91
△Pasco		30,040	.0150		.0114	133	174	5,462	1,592	3,354	1,311	885	9,422	2,651	2,818	90
See Pasco-Kenne-								1								
wick-Richland																
arfield		4,868	.0024	5,409	.0023	121	126	834	182	109	140	281	684	181	1,304	5
rant		49,469	.0248	3,435	.0302	105	86	10,439	4,329	3,442	1,965	2,129	9,328	5,226	8,599	1,50
Moses Lake		21,438	.0107		.0085	120	151	4,069	1,873	1,781	638	880	4,743	2,485	3,326	50
rays Harbor		75,195	.0375	3,937	.0348	105	113	19,957	5,809	7,947	2,893	3,339	15,648	5,164	5,364	1,91
Aberdeen		46,761	.0234		.0163	137	197	11,529	3,273	4,933	2,406	2,284	11,813	2,404	3,305	1,10
Hoquiam		10,532	.0053	- 1	.0066	100	80	3,558	920	1,175	457	642	459	1,217	774	46
land		10,716	.0064	2,492	.0067	83	67	2,693	564	1,117	253	614	2,128	1.040	707	35
afferson		8,230	.0041	3,429	.0045	96	87	3,117	466	477	208	500	1,011	782	487	34
ing	135	1,185,750	.5923	4,058	.5822	116	118	266,075	94,416	228.982	60,178	54,297	186,414	87,860	57.044	38.38
1▲Seattle		962,796	.4810	4,000	.4339	130	144	199,023	79,595	217,483	55,082	43,826	143,349	64,042	39,932	29,94
Renton		34,913	.0174		.0124	122	171	8,287	2,009	2,215	1,814	2,442	8,008	3,521	3,027	1,46
Auburn		23,201	.0116		.0070	152	252	5,551	964	985	649	771	8,466	1,537	947	69
itsap	187	79,732	.0399	3,020			85	22,604	5,059	8.354	2,612	3,995	13.976	5,966	5,210	3,72
△Bremerton	101	49,722	.0248	3,020	.0439	94						1				
		99,122	.0290		.0214	111	129	10,157	3,139	7,496	2,214	2,676	10,384	2,765	3,137	2,91
ittitas		25,027	.0125	4,103	.0118	99	105	5,350	1,997	1,332	853	1,040	3,670	4,196	2.784	61
Ellensburg		17,678	.0088		.0064	131	180	3,830	1,058	825	727	903	2,829	2,850	2,293	44
ickitat		9,876	.0049	2,351	.0062	85	67	2,387	977	866	43	169	1,852	1,564	1,376	30
WIS		51,848	.0259	3,480	.0241	92	98	12,394	3,389	4,335	1,748	2,639	9,298	4,256	4,912	1,17
Centralia-Chehalis .		38,211	.0191		.0116	138	227	8,261	1,938	3,827	1,455	2,513	7,753	2,681	3,119	86
Chehalis		19,125	.0096		.0052	158	291	3,723	806	2,512	520	980	4,034	987	2,125	39
Centralia		19,086	.0095		.0064	125	186	4,538	1,132	1,315	935	1,533	3,719	1,694	994	47
ncoln		11,655	.0058	3,330	.0077	120	91	1,806	604	473	182	203	2,109	657	4,778	31
asen		13,798	.0000	2,750	.0083	91	76	4,491	845	1.917	89	542	2,493	1,348	943	17
kanogan		21,403	.0107	2,432	.0137	81	63	5,220	1,657	1,823	573	970	4,241	2,606	1,625	69
iciñe		14,071	.0071	2,558	.0083	87	75	4,479	1,227	1,220	76	521	2,516	1,934	592	51
and Oreille		7,970	.0039			1	87	2,127	766	623	203	39	1,778	1,116	399	30
ierce	147	327,062		3,321	.0038	98	89		23.544	44,820	13,606				17.907	11.19
	147		.1634	3,465	.1804			31,391				18,716	56,284	26,722		
ATacoma		252,025 24,345	.1259		.1047	113 123	136 188	59,093 5,484	17,779 977	39,392 1,817	12,162 625	15,765	43,879 6,166	16,897 2,459	13,800	1,71
		0.040								***		-		***		
an Juan		2,317	.0012	2,106	.0015	83	87	910	147	199	46	61	275	162	354	5
kagit		00,863	.0304	3,877	.0271	82	104	13,343	3,683	5,663	2,685	2,733	12,787	4,978	6,199	1,58
Mount Vernon		27,024	.0135		.0072	171	321	2,679	1,258	3,725	1,779	942	7,484	1,365	2,457	76
kamania		2,713	.0013	1,567	.0023	72	41	813	324	390	• • • •	67	354	366	135	16
nohomish	206	145,086	.0725	3,113	.0755	93	89	39,583	8,573	13,737	5,355	7,325	27,989	13,824	: 13,029	3,23
△Everett		76,621	.0383	-1	.0263	129	188	18,401	3,492	10,722	4,055	3,839	17,996	5,301	5,293	1,75
pokane	140	345,706	.1727	3,795	.1724	106	106	79,249	21,450	58,241	16,851	18,292	63.015	24,133	19,077	10,94
▲Spokane	***	299,930	.1498	0,100	.1306	118	136	66,351	18,814	86,716	16,323	16,756	52,083	18,013	13,636	9,73
tovens		21,065	.0106	3,291	.0008	81	88	4,982	1,021	3,505	268	589	5.064	2,168	1,615	70
hurston		61,805	.0308	3,815	.0290	104	110	15,486	3,854	4,857	2,782	3,672	10,928	5,131	3,102	6,12
Olympia		50,683	.0253	0,010	.0164	158	248	11,378	2,842	4,225	2,782	3,427	10,250	3,911	2,324	5,71
/ahkiakum		1,804	.0009	1,804	.0016	70	39	382	174	401	98	70	81	445	88	3
Valla Walla		49,272	.0246	3,790	.0257	102	98	9,697	3,185	6,380	2,236	3,238	8,142	3,467	6,735	1.56
Walla Walla		45,897	.0229	3,730	.0183	121	152	8,980	2,987	5,881	2,236	3,138	7,687	2,975	6,106	1,46
fhatcom	180	66,181	.0331	2,690	.0371	87	77	14,899	4,747	7,181	3,541	2,825	10,236	4,175	6.340	1,86
△Bellingham		47,454	.0237	2,000	.0221	104	111	10,811	3,375	6,193	3,336	2,426	6,808	2,890	4,013	1,44
/hitman		35,480	.0177	3,899	.0198	108	97	6,852	1,681	1,798	923	912	7,909	2,718	8,301	1,32
Pullman				3,000		1								937	643	32
rumman	279	10,179	.0051		.0073	106	74	2,609	638	611	437	667	2,132 32,099	12,682	18,820	5.14
akima	2/8	168,094	.0841	3,607		89	98	38,832	10,141	20,184	5,253	7,893				
△Yakima		101,805	.0509		.0338	181	107	19,384	6,352	16,779	3,985	4,851	21,607	6,908	8,598	3,33
Sunnywide		14,737	.0074		.0047	184	211	3,734	495	954	615	1,360	2,300	1,221	2,126	56
otal Above Cities		2,408,710	1.2034		1.0121	124	147	527,163	167,865	414,347	125,284	126,426	430,811	169,524	136,476	82,58
tate Total		3,229,482	1.6134	3,625	1.6529	103	101	767.539	229,014	464,893	140,050	156,321	560,401	261,546	229,540	109,96
METRO, AREAS				RET	TAIL S	ALES-	SH E	STIMA	TES, 1	957						
Bellingham	180	66,181	.0331	2,690	.0371	87	77	14,899	4,747	7,181	3,541	2,825	10,236	4,175	6,340	1,88
(Bromerton	187	79,732		3,020		94	85	22,604	5,099	8,354	2,612	3,995	13,976	5,906	5,210	3,71
Everett	206	145,008				93	89	39.583	8,573	13.737	5,355	7,325	27,989	13,824	13,029	3,21
Pasco-Kennewick-		1.40,000	.0120	0,110	10100		-		3,0,0	.5,101	3,000	1 4 4 4				4,44
Richland	252	95,061	.0475	3,312	.0557	104	88	25,902	5,995	7,995	4,114	4,220	17,802	9,972	7,805	4,9
	135				.5822	116	118	265,075	94,416		60,178	54,297	186,414	87,860	57,044	38,38
nattle		1,185,750				106	108	79,249	21,450	58,241	16,851	18,292	63,015	24,133	19,077	10,94
pokane	140	345,786	.1727	3,795		98	89									
Yakima	147	327,062					1	81,891	23,544	44,820	13,606	18,716	56,284	26,722		11,19
THE PERSON	279	168,004	.0841	3,607	.0782	89	96	38,832	10,141	20,184	5,253	7,893	32,098	12,692	18,820	5,14

¹ General merchandise sales include sales of "non-store retailers." This category was included in the 1948 Census and is particularly significant for cities listed in the editorial introduction, starting on Page 13, under heading "Mail Order."

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

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# THE SEATTLE MARKET (20 counties) Has GREATER Retail Sales Than Any of these 26 States



# IN THIS GREAT MARKET -- YOUR BASE BUY IS THE P-I

In this rich, able-to-buy and growing market, the daily Seattle Post-Intelligencer reaches one out of every two families in the Seattle-ABC City Zone alone. Sunday's city coverage is approximately the same. It has a 47% Sunday coverage of all

urban families in the Seattle-20 County area and a 37.7% daily coverage in this same area. The total retail sales in this rich area totals nearly two and a half billion dollars a year. People who buy read the P-I—the resultful media.

Sunday, 254,775 Daily, 193,329

ABC Publishers Statement, Sept. 31, 1957

POST-INTELLIGENCER

Represented Nationally By HEARST ADVERTISING SERVICE

# Your Future Looks Brighter in HUNTINGTON, WEST VIRGINIA

The well known companies that are expanding or locating in Huntington testify to Huntington's attractions for industryskilled manpower supply; abundant, economical power; unequalled coal supply as

well as low-cost natural gas and petroleum. ... fast, economical transportation to your markets . . . excellent living conditions. Find out today why industry is choosing Huntington for a prosperous future.

Write in confidence to

# HUNTINGTON CHAMBER OF COMMERCE

P. O. Box 1509, Huntington 16, W. Va.

WEST	VIR								Mary		Nor	th Ca	rolina,	South (	arolina,	Virginia			siv				SALE			SEME	NT
Map, page	e 750	Pop. (thous.)	Total Outlets	Feed		Gen'l, Mdse.	Apparel	F-H-A	2	Gas Sta.	L-B-H	Drugs		City	Ce	ounty	Pop. (theus.)	Total	Food	Eat. & Drink.		Apparel	F-H-A	,	Gas Sta.	L-8-H	Drugs
Beckley Ra Bluefield M	ercer	21.6 21.5	297	65 55	52	41 21	32 33	25 26	22 19	32 23	9	11 8	Oa	k Hill		tte	16.0 5.4	119	66	14	6	13 12	8	16 14	26	13	
Charleston Ka Clarksburg Ha Elkins Ra	arrison	76.5 33.2 9.5		291 111 20	213 102 32	90 21	110 53 16	65 34 13	55 30	107 47 26	12	20	Pri	inceton.	gWood Merc Kana	10	9.0	175	132	33	4	47 17	35 10	13	59 19	23	1
Fairmount M Huntington Ca	arion	30.2	422	98	83	26 81	34	32 65	34	41 92	20	12	Sa	wth		wha	15.4	197	39		13	9	11	4	22	11	
Logan Lo Martinsburg Be	gan	5.2 16.1	34.0	33 87	38 41	15 18	16 32	18 18	19 22	12 24	4	4 7	W	eirton		ock	33.0	280	59	89	13	19	17	15	20	18	
Montgomery Fa Morgantown M		3.5 29.9	71 396	7 112	10 73	7 19	10 35	6 19	21	6 45	7	3				10	84.7 8.8	916 141	214 26	-	81 14	85 21	36 13	32 10	57 12	32 4	2
		1	SM	PO	PULA	TION	1/1/	58	1		EFF	ECTIV	E. NCOME	_ 0	M ES	TIMATE	S, 1957	,								*	
COUNTIES	Me- tro- poli-				House		on-	Urba	ın						Income			Incor	me Br	reakde	own o	f Hou	sehol	ds			
CITIES	tan Area	Total (thou	9	of I	hold:	Sp	end- ng	Pop (thou	la l	Net Della	rs	% of	Per Capita	Per	Per C. S. U.	\$0-2,4	99   \$	2,500-3	,999	\$4,00	0-6,9	99 \$	7,000-	9,991	\$10	&000	ove

		-	1-1	ST HAINE	FO. 0/ 0/	90	80	LINACI II	ACCIAIR	- 6	LILE C.	PINIM	E3, 1	201							
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	come B	reakdov	vn of H	louseho	olds		
CITIES	Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dellars (000)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2 % Haida.	%	\$2,500 % Hskis.	% Inc.	\$4,000 % Haids.	%	\$7,000 % Hsids	%	\$10,00 % Haids	%
Barbour		18.1	.0106	4.5	5.3	2.4	19,325	.0065	1,068	4,294	3,589	37.2	14.8	27.2	23.2	28.0	38.9	4.8	10.0	2.8	13.3
Berkeley		28.6	.0166	8.0	9.2	16.1	40,785	.0137			4,389	21.4	6.8	24.3	16.8	41.2	46.4	9.5	16.2	3.6	13.8
Martinsburg		16.1	.0093	4.8			26,271	.0088		5,473	4,510	17.5	5.3	22.8	15.0	45.0	48.2	10.9	17.6	3.8	13.9
Boone		33.9	.0197	7.7	8.8		39,286	.0132	1,159	5,102	4,442	18.5	5.8	26.0	17.8	41.8	48.8	10.5	17.8	3.2	11.8
Braxton		14.8	.0086	3.6	3.8		12,931	.0043	874	3,592	3,340	42.7	18.7	25.4	24.2	25.9	40.2	4.6	10.9	1.4	6.0
1Weirton	100	25.2	.0147	6.8	8.1	13.8	42,100	.0141	1,071	6,191	5,171	13,1	3.4	15.6	8.8	50.2	46.7	15.3	21.5	5.8	19.6
Cabell	65	114.4	.0665	34.7	38.2	87.2	189.877	.0637	1.660	5.472	4,980	20.7	5.9	21.8	13.6	39.8	40.4	11.8	18.1	5.9	22.0
2▲Huntington		92.7	.0539	28.4	32.7		164,567	.0551	1,775			18.9	5.2	20.9		1	40.3	12.6	18.7	6.4	
Calhoun		8.3	.0048	2.0	2.0		8,779	.0022	817	3,390	3,267	47.6	21.5	24.8	24.6	21.6	34.6	4.1	9.8	1.9	9.5
Clay		13.9	.0081	3.3	3.3		12,936	.0044	931	3,920	3,839	36.8	14.2	24.8	20.8	27.8	38.0	8.2	16.9	2.4	10.1
Doddridge		7.9	.0046	2.0	2.2		7,813	.0026	989	3,907	3,403	39.2	16.5	24.4	22.5	30.2	45.1	5.0	11.2	1.2	4.7
Fayette	25	83.5	.0485	20.5	23.0		105,143	.0352		5,129	4,570	18.6	8.7	28.8	18.1	41.0	45.0	9.6	15.9	4.0	15.3
Oak Hill		5.4	.0031	1.5	1.8		9,648	.0033			5,264	10.0	2.6	20.7	11.5	49.3	44.9	13.3	18.4	6.7	22.6
3Montgomery		3.5	.0021	1.0			9,233		2,638	-,	5,532	10.0	2.0	13.6	5.9	42.3	30.4	19.6	21.3	14.5	40.4
Gilmer		7.8	.0045	1.9	2.4		7,896	.0027		4,156	3,189		18.6	25.2	24.1	26.4	41.0	4.5	10.5	1.4	5.8
Grant		7.8	.0046	2.1	2.1		6,920	. 8023	887	3,295	3,199	47.7	22.0	27.3	27.6	19.9	32.7	3.2	8.0	1.9	9.7
Greenbrier		36.6	.0213	9.1	10.9		46,020			5.057	4,197	25.6	8.4	25.5	18.2	36.4	42.3	8.6	15.1	3.9	16.0
Hampshire		11.7	.0068	2.9	3.2		10,892			3,756	3,334	41.1	17.8	27.9	26.2		38.4	4.4	10.3	1.6	
Hancock	160	37.1	.0215	9.7	11.1		65,444	.0219		6,747	5,867	10.0	2.4	15.2	7.8	48.2	40.9	18.8	24.2	7.8	
1Weirton		33.0	.0192	9.1	10.3		61,267	.0205	1,857	6,733	5,940	10.0	2.4	15.0	7.7	48.2	40.7	18.9	24.1	7.9	25.1
Hardy		8.6	.0050	2.1	2.4		8,013	.0027	932	3,816	3,209	44.1	19.8	26.8	26.1	23.7	37.5	3.6	8.5	1.8	8.3
Harrison	194	79.5	.0463	22.5	25.3	36.3	124,485	.0418	1,506	5,532	4,905	19.4	5.6	21.3	13.2	41.9	42.5	11.9	18.2	5.5	
△Clarksburg		33.2	.0193	10.7	12.3		67,102	.0225	2,021	6,271	5,433	14.7	3.7	18.3	10.1	44.9	40.4	14.4	19.6	7.7	26.2
Jackson		13.8	.0000	3.4	3.7		12,941	.0043	938	3,806	3,435	42.0	17.7	25.4	23.2	25.5	38.2	5.1	11.6	2.0	9.3
Jofferson		16.3	.0096	4.3	5.0		19,512			4,538	3,834	30.5	11.1	26.1	20.8	33.7	43.7	7.1	13.9	2.6	10.5
Kanawha	25	258.8	.1485	70.4	80.9	145.8	434,830	. 1458	1,702	6,177	5,370	14.6	3.7	17.9	9.9	45.3	41.4	15.2	21.0	7.0	24.0
South Charleston		95.0	.0558	29.6			204,758	.0687	2,155	6,918											
▲Charleston		76.5	.0445	23.8	29.1		165,980	.0557	2,170	6,974	5,702	12.8	3.0	16.5	8.3	44.1	36.4	16.6	20.7	10.0	31.6

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

© SM, 1958.

¹ Weirton is in Brooke and Hancock counties, 2 Huntington is in Cabell and Wayne counties, 3 Montgomery is in Fayette and Kanawha counties.

Charleston, West Virginia, Saturday, May 10, 1958

# Charleston Newspapers Combine; Offer Market Coverage In Depth

Memo to Sales Managers:

Charleston is the state and Industrial Capital of West Virginia. The city is sales and distribution hub for a huge area. Conversely, it is shopping mecca and administrative center for half the state.

Economic spark plug for Charleston is a vast Economic spark plug for Charleston is a wast chemical industry with Blue Chip names like DuPont, United Carbon, Monsanto and American Viscose. Glass and clay products, iron and steel and diversified industry are close to the city. Nearby lie the world's largest bitumicoal fields.

Chemicals and glass are three-shift indus-tries, hence a real wallop in the payroll. It is often heard that grocery carts at super markets here run the highest check-out tapes in the nation. Average Worker's Income here was reported Feb. 18 as third highest" in a 56-city "Across the Nation" survey.

In a merchandising way, the combined news-papers will provide constantly up-dated lists for food, drug and other groups for the entire market. There will be a broader base and more concentration on tie-ins, trade notices, bul-letins, etc. You can count on the fullest cooperation with imaginative merchandising aids that make your schedules pay off.

Act now to push your goods or services in the Charleston Market. Put West Virginia's new One-Two selling punch to work for you immedi-

Memo to Space Buyers:

The two Charleston Newspapers are now sold in combination with Bulk Discounts on a standardized rate card form as recommended by the

This in effect marks the emergence of a new market.—a much larger segment of industrial-ized West Virginia.—covered in depth by the State's Top Two newspapers.

Advertisers will plough to a depth of 76.6% Household Coverage° in the 14-County Primary Market. In the Secondary 9-County Market they will get 10% coverage. They will have access to 47.8% of West Virginia's families and 46.3% Consumers Spendable Income.

ergence of this new Market in Charleston should simplify matters for both Space and Time Buyers. One newspaper order will give you a tangible, audited audience that is merchan-disable. All conjecture as to who has a chance to "Read" vs "Looking or Listening" is removed.

Charleston is a fierce battleground for 3 TV Stations with a fourth seen on some sets. There are 6 Radio Stations in the City Zone, 5 others in the Primary Market, and 8 in the Secondary Area -- a total of 19.

The combined newspapers offer you Power Coverage in a large and wealthy market. Why not put this new One-Two Punch to work immediately!

The Charleston Newspapers, long the Top Two in Circulation in West Virginia, combined their business and printing operations on April 1, 1958. This had the immediate effect of creating what might well be considered a New Market-the State's Number 1 Market. It meant the arrival of a new One-Two sales

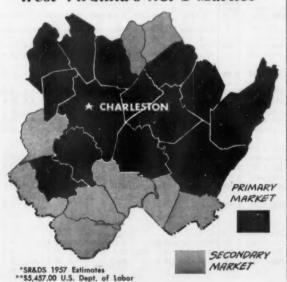
punch in a solidly growing area.

It is axiomatic in the newspaper industry that "any market is as big as its best newspaper makes it." With the two Charleston newspapers now joining forces and combining their coverage — The Gazette morning and The Daily Mail evening—a market of more than One Million People* is now reached.

The map and tabulations to the left below show precisely where this market is located and how it breaks down terms of population and depth

of coverage. Prior to the combination the morning newspaper had a Pri-mary Market of nine counties. Now the added impact of the Now the added impact of the evening paper's circulation broadens the Primary Market to 14 counties with 653,300* people. A Secondary group of 9 counties with 350,300 people brings the total Market to the Million Plus bracket.

## West Virginia's No. 1 Market



PUBLISHERS: NEWSPAPER AGENCY CORP.

#### PRIMARY MARKET

Combined Daily C	
County Populat	tion" %
Kanawha254,9	00 100.0+
Charleston 82,3	
Boone 34,7	00 65.5
Braxton 14,5	00 35.6
Clay 13,8	
Fayette 88,6	00 43.7
Greenbrier 37,7	00 34.8
Jackson 13,5	00 47.0
Logan 79,6	00 29.3
Mason 23,3	00 21.8
Nicholas 28,99	00 50.3
Pacahontas 10,8	00 38.8
Putnam 20,99	00 67.9
Roane 15,66	00 45.4
Webster 16,5	00 22.1
TOTAL653,	300 76.6% Average

#### SECONDARY MARKET

Calhoun	 8,300	5.8
Gilmer	7,800	14.1
Lincoln	 20,900	16.8
McDowell	 96,200	5.2
Mingo	 49,400	5,1
Monroe	12,100	13.7
Raleigh		12.8
Summers	 17,300	10.6
Wyoming	 40,800	15.4
TOTAL	 .350,300	10.0
GRAND TOTAL		84.4

### DAILY CIRCULATION

DAIL! CIRCUL	MIIO	1.4
ABC Publishers Statem	ents 9.	30-57
G	azette	Mail
	Morn	Eve
Total Paid 7	9,075	59,628
City Zone 3		34,474
Retail Trading Zone 2	9,266	21,872
Total City & RTZ 6	4,424	56,346
All Other 1	4,651	3,282
TOTAL PAID COMBINED	DAILY	138,703

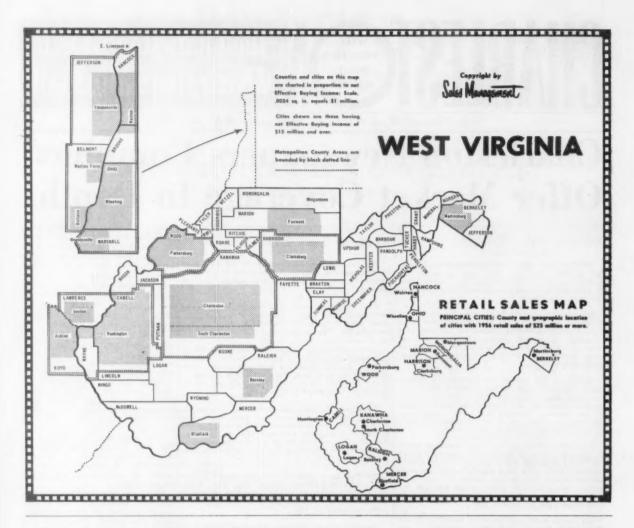
# West Virginia's Top 3 Cities

ABC City Zone Pop. 1950

	-	-			_	-	-	-		_		-	g.			-	-	-			
Charleston				×		i.	*				*				*		1	49	1,6	11	Ò
Wheeling .							*										1	22	8,5	8	þ
Huntington					* 1							. *				*	1	15	5,6	9	2
BAR	NK.	IN	łG	į.	-	3	3	M	P	Ą	u	13	15	t	3	N	S				
De	bi	ts	_	4	Fu	11	1	Y	81	a	r	1	5	1	5	7					
Charleston												\$	2	,3	15	14	.9	54	1,0	Ю	Ò
Huntington									0 0				1	,1	2	16	8,	77	0,0	Ю	ð
Wheeling .								0 1					1	C	M	54	A	29	0,9	Ю	ð
P	05	T	OI	FF	10	31	B	1	RI	E(	CI	El	IF	7	3	5					
			Ba	3								-	r								

Charleston \$2,448,481,18
Huntington 1,224,098.05
Wheeling 987,371.87

REPRESENTATIVES: JOHNSON, KENT, GAVIN & SINDING, INC.



		•	W E	OPULAT STIMAT	ION ES, 1/1/	58		FECTIVI		_ (	S/H) E	STIMA	TES, 1	1957	Th	e "SM" e estima	" symi	SALES	rk orig	pinal, o AGEMI	xclu- ENT.
W. VIRGINIA	Me- tro- poli-			House-	Con-	Urban					Income		1	Inc	ome B	reaktion	en of F	leuvsho	lds		
CITIES (continued)	tan Area	Tutal (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Deliars (000)	% U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$8-2 % Halds	%	\$2,500 Walds.	%	\$4,000 % Halds.	%	\$7,000 Helds	%	\$10,000 Halds	%
South Charleston St. Albans		18.5 15.4	.0107	5.8 4.4			38,778 25,665	.0130	2,096 1,667	6,686 5,833	-,	10.0 13.1	2.3	13.2 14.8	6.6 8.2	48.6 48.8	40.2 44.5	20.0 17.4	25.1 24.0	8.2 5.9	25.8 20.0
3Montgomery Lewis		18.4	.0107	4.5	5.0	8.0	19,136	.0064	1,040	4,252	3,754	34.0	13.3	25.8	21.3	30.2	40.8	6.5	13.2	2.8	11.4
Lincoln		20.7	.0120				18,141	.0061	876			37.9	15.6	27.8	24.8	27.4	40.0	5.0	10.9	1.9	8.7
Logan		78.5	.0457	18.0			104,496	.0351	1,331		4,827	12.6	3.5	28.4	10.2	44.0	44.0	11.9	17.0	5.1	18.4
Logan		5.2	.0030	1.4		15.2	11,258	.0037	2,165 1,275		6,189	10.0	2.1	17.7	7.9	41.3	30.1	16.7	18.4		41.5 16.7
McDowell		80.5 6.5		1.8			13,920	.0047		7,733		10.0	2.2	18.3	8.8	43.5	34.3	16.8	20.1		34.6
Marian		89.1	.0402	19.9	21.7	33.5	105.022	. 0352	1,520	5,277	4,838	19.5	5.8	22.5	14.3	41.7	43.7	11.6	18.5	4.7	17.7
Fairmont		30.2	.0175	9.3	10.5		54,771	.0184		5,889		16.0	4.3	20.5	11.9	43.6	41.6	13.5	19.4	6.4	22.8
Marshall		32.6	.0190	9.0	9.9	21.1	44,968	.0151	1,380	4,999	4,516	21.8	6.9	23.2	15.3	40.8	45.7	10.7	18.1	3.5	13.5
Moundaville		16.0	.0093	4.3	4.6		21,198	.0071	1,325	4,930	4,545	20.5	6.5	23.7	16.2	41.7	46.8	10.9	18.5	3.2	12.0
Mason		22.8	.0132	6.0	6.3	4.6	24,187	.0081	1,061	4,031	3,805	34.0	13.1	25.6	21.4	31.5	42.9	6.8	14.0	2.1	8.6
Mercer		76.5	.0445	19.4	22.7	32.7	101,970	.0342	1,333	5,256	4,485	22.9	7.1	24.0	16.1	38.3	42.0	10.3	17.0	4.5	17.8
Bluefield (Va.)		26.5	.0154	7.8			45,065	.0151	1,701	6,173											
5Bluefield		21.5	.0125	5.9	7.4		38,054	.0127	1,770	6,450	5,088	17.4	4.5	19.2	10.7	41.7	38.2	13.7	18.9	8.0	27.7
Princeton		9.0	.0053	2.6	3.0		14,549	.0049	1,617	5,596	4,724	17.9	5.2	23.0	14.4	42.3	43.6	12.0	18.8	4.8	18.0
Mineral		20.5	.0119	5.6	6.2		24,442	.0082	1,192	4,365	3,940	28.9	10.5	25.1	19.9	37.1	47.9	6.8	13.2	2.1	8.5
Mingo		48.2	.0280	11.1	12.5	8.8	81,056	.0171	1,059	4,600	4,078	25.3	8.8	28.8	21.7	35.7	44.1	7.7	14.3	2.7	11.1
Williamson		8.8	.0051	2.6	3.0		13,705	.0046	1,557	5,271	4,541	20.7	6.3	23.5	15.6	41.0	44.6	10.6	17.4	4.2	16.1

³ Montgomery is in Fayette and Kanawha counties. 4 Bluefield is in Mercer (W. Va.) and Tazewell (Va.) counties.

# WHEELING: 37" TV Market

One Station Reaching
Big and BOOMing
Upper Ohio River Valley!

Nearly TWO MILLION PEOPLE spending over 21/2 BILLION DOLLARS annually!

More than 425,196 TV Homes

"a station worth watching"

316,000 watts NBC

For-availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needhom Smith, Sales Manager, at CEdar 2 7777. National Rep., George P. Hollingbery Company. wtrf ty

Complete Marchandising Service Available

Wheeling 7, West Virginia

		J		PULATI		58	EFI BU	FECTIVE	COME	_ 6	M E	TIMAT	TES, 1	957		e "SM" e estima					
W. VIRGINIA	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdov	vn of H	lousehe	lds	1	
(continued)	Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Deliars (000)	of U.S.A.	Per Capita	Per Haid.	Per C. S. U.	\$0-2 % Halds.	%	\$2,500 % Halds.	%	\$4,000 Helds.	%	\$7,000 % Helds.	%	\$10,000 Halds	%
Monongalia		80.5	.0352	16.2	21.7	34.2	94,994	.0319	1,570	5,884	4,363	21.5	8.4	20.3	13.2	41.9	44.2	11.6	18.6	4.7	17.6
Morgantown		29.9	.0174	8.2	13.5		59,225	.0199	1,981	7,223	4,356	17.5	4.7	15.0	8.7	47.0	44.5	14.1	20.2	6.4	21.9
Monree		12.1	.0070	3.0	3.3		11,425	.0038	944		3,454	41.1	17.2	25.3	23.1	26.5	39.5	5.2	11.8	1.9	
Morgan		7.5	.0044	2.1	2.1		7,801	.0026	1,040	3,715	3,633	33.3	13.6	29.0	25.7	31.7	45.8	5.0	10.9	1.0	4.0
Nicholas		27.7	.0161	6.6	7.2	5.4	29,535	.0099	1,086	4,475	4,063	28.3	9.3	28.1	21.5	35.9	45.0	7.1	13.5	2.6	10.7
Ohio	180	75.1	.0437	22.6	27.1	88.2	141,467	.0475			5,203	14.9	3.9	20.0	11.2	44.3	40.8	13.4	18.6	7.4	
▲Wheeling		64.7	.0376	20.3	24.0		125,520	.0421	1,940		5,210	15.6	4.1	20.2	11.4	43.6	40.4	13.2	18.5	7.4	
Pendleten		8.2	.0047	2.0	2.1		6,385	.0021	779	3,193	2,995	48.5	23.8	28.5	30.7	19.5	34.0	2.4	6.3	1.1	5.2
Pleasants		5.5	.0032	1.4	1.4		5,788	.0019			3,909	34.6	12.9	24.5	19.9	-	41.0	7.4	14.8		11.4
Pecahentas		11.0	.0064	2.7	3.0		10,394	.0035	945			34.4	14.5	31.4	28.7	29.1	43.7	4.2	9.6	.9	
Preston		30.5	.0178	7.5	8.3		31,787	.0107	1,042	4,238	3,802	30.1	11.3	27.4	22.6	34.3	45.9	6.3	12.7	1.9	7.5
Putnam		20.6	.0119	5.1	5.3	1.4	21,984	.0073	1,088	4,307	4,127	27.9	9.9	24.1	18.7	37.4	47.1	8.4	16.0	2.2	8.3
Raleigh		95.0	.0583	23.4	25.4	24.3	117,828	. 0395	1,240	5,035	4,636	19.4	6.0	27.3	18.3	39.5	43.4	9.7	16.1	4.1	16.2
Beckley		21.6	.0125	6.5	7.1		39,219	.0131	1,816	6,034	5,504	17.2	4.4	21.6	12.1	39.6	36.2	13.3	18.4	8.3	
Randelph		28.9	.0188	7.2	7.9			.0105		4,314	10.00	33.1	12.2	26.7	21.3	30.9	40.6	6.3	12.6	3.0	
Elkins		9.5	.0056	2.8	3.4		14,705	.0049	1,548	5,252	4,273	27.9	8.9	22.8	15.8	35.4	40.1	9.0	15.4	4.9	19.8
Ritchie		10.4	.0000	2.8	3.2		11,728	.0039	1,128	4,189	3,560	36.0	14.3	26.1	22.6	30.4	42.9	5.5	11.7	2.0	
Roane		15.8	.0092	3.7	4.2	200	14,544	.0049	921	3,931	3,443	37.7	15.7	26.0	23.5	30.2	44.7	4.8	10.8	1.3	
Summers		16.9	.0098	4.2	4.5	5.2	17,482	.0058	1,034	4,162	3,808	35.0	13.3	23.9	19.6	31.1	41.9	7.8	16.0	2.2	9.2
Taylor		16.1	.0094	.4.3	4.7	6.6	19,512	3800.	1,212	4,538		27.5	9.6	22.8	17.3	38.4	47.5	9.0	16.9	2.3	8.7
Tucker		8.8	.0051	2.2	2.8	1	8,764	.0029	996			37.5	15.9	28.4	26.0	28.6	43.0	4.1	9.4	1.4	-
Tyler		8.6	.0050	2.4	2.7	.6	9,917	.0033	1,153	4,132	3,637	35.7	14.0	25.2	21.5	30.6	42.8	6.6	13.9	1.9	7.8
Upshur		18.3	.0107	4.8	5.9	5.8	21,095	.0071	1,153	4,395	3,522	38.5	15.2	24.4	20.8	28.7	40.2	5.9	12.6	2.5	11.2
Wayne	66	41.2	.0239	8.5	10.5	12.1	43,042	.0144	1,045	5,064	4,071	27.2	9.1	22.4	16.2	37.5	44.6	9.7	17.4	3.2	12.7
2▲Huntington																					
Webster		16.3	.0005	3.9	4.3		16,377	.0055	1,005	4,190	3,800	30.3	11.5	29.6	24.2	31.4	42.2	6.6	13.3	2.1	8.8
Wetzel		17.3	.0100	4.6	5.1	5.2		.0069		4,463	1	30.9	11.0	24.0	18.6	34.1		8.3		2.7	
Wirt		4.3	.0025	1.2			3,801	.0013		1		47.3	22.9	27.3	28.9	21.4	36.8	3.2	8.2	.8	
Wood	251	76.2	.0443	22.8	24.2			1		1		21.6	6.7	23.3	15.6	40.8	44.9	10.4	17.4	3.9	
△Parkersburg		46.9	.0272	15.6	16.8		81,254	.0273	1,732	5,209	4,829	21.1	6.3	21.7	14.0	41.1	43.4	11.4	18.3	4.7	18.0
Wyoming		41.1	.0239	9.2	10.0	3.7	47,704	.0180	1,161	5,185	4,493	15.9	4.9	28.1	19.0	42.7	47.1	10.0	16.6	3.3	12.4
Total Above Cities		564.1	.3279	170.8	202.0		1,055,889	.3540	1,872	6,182	5,227	16.2	4.2	19.1	10.9	43.5	40.3	14.1	19.8	7.1	24.8
State Total		1,974.0	1.1477	514.6	584.8	734 3	2,679,596	2005	1 357	5.207	4,582	22.4	6.9	23.4	15.7	39.3	42.8	10.5	17.3	4.4	17.3

Before using these figures read foreword, page 13 © SM, 1958.



# WHTN-TV

Huntington-Charleston, W. Va.

# **CBS BASIC**

reaches • 5 key cities • 83 counties · 3 states in the

## Golden (Central Ohio) Valley

Backed by 316,000 watts of power pouring from an antenna 1000 feet above average terrain, WHTN-TV puts city grade service over a huge market jackpot . . . power-packed with factories, fuel, farms and fast-growing shopping centers, supermarkets, chain and retail stores that have profited from \$3,502,737,000 buying income. CBS top-rated shows guarantee substantial audiences . . . one of the lowest cost-per-thousand rates available anywhere guarantees a good "buy."

WHTN-TV The SELLibrated station of the Golden Valley.

Huntington-Charleston, W. Va.

A Cowles Operation

Nationally represented by Edward Petry & Co., Inc.

W. VA.	•		POPUL	ATION ATES, 1	1/58	10	SM	E. B. I	ATES	1957			6		POPUL	ATION ATES, 1	1/58	SH	E. B. I. ESTIM	ATES,	1957
METRO. AREAS	Total (thou- sands)	% uf u.s.a.	House hold (thou- sands)	Con- sumer Spend ing Units (thous.	- Pop (thou sand:	- D	Net Pollars \$000)	% of U.S.A.	Per Cap- i ta	Per H'se- hold	A	ETRO. REAS	Total (thou- sands)	% of U.S.A.	House hold (thou- sands	Spend	Pop. (thou- sands)	Nut Dollars (\$000)	% of U.S.A.	Per Cap- ita	Per H'se- hold
Charleston  △Clarkshurg  Huntington-	339.0 79.5	.0463	22.	5 25.	3 36	.3	539,973 124,465	.0418	1,566	5,940 5,532	Wheeli	ersburg. , . ing- benville	76.2		22. 102.						4,967 5,792
Ashland	200.7	.1545	73.1	81.	165	."	383,162	.1265	1,442	0,192		bove Area	1,117.6	. 5500	312.	7 352.	643.6	1,755,69	6 .5887	1,571	5,615
	1	1			RET	AIL	SALE	.s-	SA	DE	STIMA	TES, 1	957			The	"SM" s	ymbols ma	rk origin	al, ex	clu- NT.
COUNTIES	Me- tro- poli- tan Area	Fig. Sa	etail iles 000)	of U.S.A.	Per Hsid. Retail Sales	Buyin Powe Inda:	e Qu	ality dex	Indi of Sa Produ	les	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apps (300	rei	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	De	rugs 000)
Barbour			8,269	.0040	1,838	.006	6	62	3	8	2,481	318	1,00		129	368	1,872	1,129	16	0	212
Berkeley		9	10,993	.0155	3,874	.014	8	89	9	3	8,453	1,544	2,66	8 2	,106	1,153	5,758	2,904	2,25	3	1,179
Martinsburg		2	27,656	.0138		.010	4 1	12	14	8	6,969	1,182	2,05	9 2	.107	1,152	5,620	2,449	2,03	9	1,179
Boone		1	19,839	.0099	2,576	.013	5	69	5	0	6,505	914	2,48	9 1	.317	757	4,209	1,787	89	7	248
Braxton		1	10.310	.0052	2.864	.005	4	63	6	0	2,336	518	1.64	0	196	586	2,415	1,059	91		191
Brucke			18,300	.0091	2,691	.012		86	6	-	4,760	1,079	96	~	591	720	5,658	1,683	1,92	-1	399
Cabell	65	15	53.372	.0786	4,420	.068	2 1	03	11	5	34.804	8,206	27.56	8 11	888	9,974	27,147	8,807	11.42		4,841
2▲Huntington		14	18,339	.0741		.060	6 1	12	13	7	33,380	7,697	26,13	8 11	888	9,900	27,345	8,142	10,39		4,760
Calhoun			3,293	.0017	1,647	.002	5	52	3	5	770	114	1,07	9	207	58	556	138	17		74
Clay			4,300	.0021	1,303	.004	5	56	2	6	1,461	206	1,33	4	30	70	249	696			45
Doddridge			3,874	.0020	1,937	.002	8	61	4	3	1,222	81	199	9	67	198	1,211	337	24		102
Fayette	25		18,814	.0244	2,381	.034	-	71	5	- 1	15,524	1,922	7,54	4	.033	2,470	9,989	4,302	1,130		1,189
Oak Hill		1	3,459	.0067	1	.0043	3 1	39	21	6	4,533	334	1,41		640	1,255	2,987	699	37	8	409
3Montgomery		1	1,434	.0057		.003	7 1	76	27	1	3,761	359	1,750		683	626	2,655	433	177	7	473
Gilmer			3,469	.0017	1,826	.002	8	62	3	8	883	108	991	7	52	61	488	386	29	1	78
Grant			6,075	.0030	2,893	.003	0	65	6	5	1,199	461	66	0	70	167	1,508	823	43	7	209

1.741

.0189

Greenbrier.....

¹ Weirton is in Brooke and Hancock counties. 2 Huntington is in Cabell and Wayne counties. 3 Montgomery is in Fayette and Kanawha counties.



WHEELING, W. VA.



CBS 1170 on the dial

FIRST in every time period-6 A.M. to 12 midnight-7 days a week. Pulse-Jan. 1958

THE ONLY 50,000 WATT NETWORK STATION SERVING THE UPPER OHIO RIVER VALLEY . . . THE TRI STATE AREA OF WESTERN PENNSYLVANIA, EASTERN OHIO & WEST VIRGINIA

W. VIRGINIA	Me-			RET	AIL S	ALES-	SH E	STIMA	TES, 1	957		The	estimates	by SALES	rk original, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (3000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Feed (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bidg. Hdwre. (\$000)	Drugs (\$000)
Hampshire		7,229	.0038	2,493	.0043	63	53	1,488	232	355	101	77	2,450	415	502	10:
Hancock	160	29,317	.0147	3,022	.0196	91	68	6,530	3,324	2,123	2,404	2,335	3,792	2,867	3.063	1.03
1Weirton		26,817	.0134		.0181	94	70	5,008	2,550	2,002	2,021	2,448	5,188	2,184	3,393	767
										4		-				
Hardy		7,778	.0039	3,704	.0838	72	78	1,128	338	1,622	70	83	1,681	395	267	117
Harrison	194	89,637	.0448	3,984	.0436	94	97	22,659	4,227	11,182	6,955	4,388	17,168	7,074	5,877	3,971
△Clarksburg		66,214	.0331		.0250	130	172	15,698	2,997	9,388	6,660	3,867	11,468	3,607	4,447	3,250
Jackson		13,686	.0068	4,025	.0057	71	85	3,000	616	1,761	249	528	3,173	1,597	1,175	194
Jefferson		14,700	.0073	3,419	.0074	78	77	4,010	851	1,192	602	555	2,824	1,506	1,072	34:
Kanawha	25	302,773	.1513	4,301	.1480	100	102	78,724	16,842	47,520	17,367	15,367	65,303	21,461	15,428	8,88
South Charleston		896,485	.1138		.0794	144	905	50,635	18,187	40,244	16,505	12,229	\$4,906	11,715	8,559	6.84
▲Charleston		195,952	.0979		.0661	149	220	41,102	11,068	37,423	15,914	10,173	47,812	9,339	6,263	5.589
South Charleston		30,533	.0153		.0132	123	143	9,533	1,119	2,821	591	2,056	7,094	2,376	2,296	1,260
St. Albans		20,305	.0101		.0091	101	112	7,489	1,181	1,082	533	632	5,034	1,642	1,755	590
Lewis		12,608	.0083	2,802	.0072	67	59	3,357	528	1,317	887	865	2,604	1,068	633	43
Lincoln		8.840	.0044	1.881	.0068	57	37	2,055	698	2,660	107	241	1.793	1.082	62	5:
Logan		56,170	.0281	3,121	.0351	77	81	16.944	2.893	9.058	3.029	3,004	10,884	4,954	2,077	1,44
Logan		25,665	.0128		.0063	210	427	6,986	1,259	3,978	2,264	2,743	4,011	1,061	1,018	97
McDowell		58,164	.0290	2,837	.0382	73	56	17,858	2,240	14,936	1,879	2,548	10,302	4,398	768	96
Welch		21,705	.0108		.0064	168	284	5,020	855	3,044	1,147	878	7,349	1,597	391	46
Marion		68,180	.0341	3,426	.0359	89	85	19.935	2,865	10.248	3,733	3.871	11.680	5,611	4,117	1.81
Fairmont		51,275		-	.0204	117	146	14,228	2,110	7.756	3,457	2,800	9,548	3,173	3,429	1.48
Marshall	160	22,603	.0113	2,511	.0147	77	89	8,513	1.842		354	897	3,660		1,503	70
Moundsville	-	14.849	.0074		.0076	82	80	6.017	925	832	641	689	2,164	1,379	959	44
Mason		14,517	.0072	2,420	.0089	67	56	4,587	797	1,184	847	665	2,485	1,063	1,486	41
Mercer		71,537	.0358	3,687	.0367	82	80	17,754	3,358	9,675	5,157	3,738	14,209	7,188	2,661	2,04
Bluefield (Va.)		44,756	.0224		.0174	113	1.65	10,448	1,617	6,887	3,724	3.044	8,505	8,109	1,906	1.33
5Bluefield		40,346		1	.0149	119	162	8,574	1,430	6.817	3,588	2,583	8,235		1,479	1,08
Princeton		19,115	.0095		.0064	121	179	5,253	814	1,259	1,453	970	4,031	1,977	894	82
Mineral		14,740				73	61	3.920	771	1.591	767	1,199	2,998		490	47
Mingo		34,251	.0172			69	113	8,729	1.088	5,454	2.015	1,926	6.726	2,006	1.983	94
Williamson		19,215	.0096		.0062	122	188	3,999	603	2,729	1,659	1,687	4,696		793	57
Monongalia		58,760	.0293	3,627	.0318	90	83	16.024	2,867	8,093	4,359	2,694	10.832	5,130	2,691	1.88
Morgantown		48,854	.0244		.0208	120	140	12.862	2,016		4,155	2,579	9,863	3,661	1,512	1,69
Monroe		5,779	.0029		.0042	60	41	1.078	60			215	2,504	530		8
Morghet		4,178	.0021	1,988		64	48	1,268	382		35	83	430		669	5
Nicholas		19,122			.0110	68	60	5,512	740	3,331	954	939	3,426	2,129	1.419	26
Ohla	160	117,232	.0585	5,187	.0501	118	134	22,421	9,458	26,423	10,436	9,430	17,995	5,789	5,527	3,09
▲ Wheeling		111,470			.0453	120	148	21,281	7,924	25,408	10,288	9,401	17,763	4,463	5,305	3,03
Pendieten		3,761	.0019	1,881	.0025	88	40	379	124	482	***	100	1,707	338	307	8
Pleasants		5,567	.0028		.0025	78	88	1,503	287	342	181	374	1,288	492	513	21
Pocahontas		7,600	.0038	2,815	.0041	84	59	1,955	270	1,350	103	375	1,330	967	38	4
Preston		15,071	.0078	2,000	.0112	63	42	4,346	788	2,042	127	294	3,267	1,694	1,014	42
Putnam		10,947	.0055	2,146	.0077	85	46	2,721	965	1,756	123	208	2,328	1,710	890	3
Raleigh		70,926	.0354	3,031	.0414	78	84	20,665	2,982	13,596	3,605	2,295	12,885			1,74
Beckley	1	49,849	.0249		.0165	132	199	14,956	1.761	8,724	3,538	1,745	10,628		1	1,54

Weirton is in Brooke and Hancock counties.
 Montgomery is in Fayette and Kanawha counties.
 Bluefield is in Mercar (W. Va.) and Tazewell (Va.) counties.

W. VIRGINIA	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" s	ymbols ma by SALES	rk eriginal, MANAGE	, exclu- MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (3000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Randolph		23,206	.0116	3,223	.0121	72	69	5,286	1,088	4,528	874	1,405	4,841	2,118	940	550
Elkins		16,860	.0084		.0061	109	150	3,909	895	2,563	874	1,131	3,832	1,405	618	550
Ritchie		6,423	.0032	2,294	.0041	68	53	1,474	385	1,141	32	303	1,850	562	258	176
Roane		8,927	.0045	2,413	.0056	61	49	2,343	447	1,355	133	576	2,265	677	236	293
Summers		10,086	.0050	2,401	.0064	65	51	2,875	445	1,240	644	475	2,425	785	494	230
Tayler		11,124	.0056	2,587	.0069	73	60	3,391	574	1,103	378	654	2,199	941	747	312
Tucker		4,501	.0022	2,046	.0031	61	43	1,466	166	285	90	146	1,512	377	67	91
Tyler		7,369	.0037	3,070	.0037	74	74	2,793	235	844	236	266	1,287	758	292	163
Upshur		13,985	.0070	2,909	.0078	73	85	3,495	883	1.234	632	603	3,631	1,829	857	363
Wayne	68	14,494	.0072		.0142	59	30	5,002	1,130	1.570	127	849	3,606	1.539	156	238
2 ▲ Huntington	-	.,,,,,,,,		1,100			-	0,000	.,	.,		-	0,000	1,000		700
Webster		9,140	.0046	2,344	.0000	63	48	3,258	345	1,843	113	118	1,520	1,132	283	78
Wetzel		17,817	.0089	3,873	.0081	81	89	4,680	1,179	1,444	763	773	4,814	1,386	1,948	369
Wirt		1,506	,0007	1,255	.0014	56	28	38	78	688		38	165	344	***	48
Wood	281	88,605	.0443	3,800		93	100	22,002	4,788	17,211	5,562	5,854	14,989	6,342	4,165	2,677
△Parkersburg		82,448	.0412		.0315	116	151	19,213	4,088	16,679	5,562	5,339	14,989	5,538	3,757	2,538
Wyoming		28,993	.0148	3,151	.0172	72	61	8,286	638	8,507	493	1,000	6,386	1,791	633	468
Total Above Cities		1,042,360	.5206		.3989	122	159	249,771	53,167	170,775	79,663	64,654	212,312	61,470	52,519	33,493
State Total		1,736,657	.8676	3,375	.0301	82	108	453,665	91,508	276,870	97,128	90,216	340,721	141,302	90,941	47,478
METRO, AREAS				RET	AIL S	ALES-	SH E	STIMA	TES, 1	957						
Charleston	25	351.587	.1757	3,868	.1826	93	80	94,248	18,784	55.066	19.400	17.837	75,292	25,763	16,558	10.076
△Clarksburg	194	80,637	.0448	3,984	.0436	94	97	22,659	4,227	11,182	6,955	4,388	17,188	7.074	5,877	3,971
Huntington-Ashland	65	272,833	.1362	3,697	.1361	88	88	69,440	14,844	42,210	17,343	16,438	53,327	19,646	16,624	7,849
△Parkersburg	251	88,685	.0443	3,890	.0411	93	100									
Wheeling-								22,002	4,766	17,211	5,882	5,854	14,989	6,342	4,165	2,677
Steubenville	180	416,001	.2078	4,052	.2036	98	100	116,588	30,384	59,229	25,649	23,649	67,842	30,064	30,284	10,454
Total Above Areas		1.218.833	.6068	3,898	.8070	93	94	324.937	72,995	184,898	74,909	68,166	228.618	88,889	73,508	35.027

WISCONSIN	All I	(Other	East Nor	th Central	States
MISCOMPIL	4 —	Illinois,	Indiana,	Michigan,	Ohio.)

	18.			NU	MBE	R OF	OUT	TLET	8		
Map, page 768  City County	Pop. (thous,	Total Outlets	Food	Eat. & Drink,	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
AntigoLanglade	10.2	221	34	63	9	18	16	10	26	14	4
AppletonOutagamie	46.7	545	85	109	42	49	46	29	53	38	12
AshlandAshland	10.6	214	35	57	11	18	17	10	17	14	5
BarabeeSauk	8.0	192	33	37	25	10	15	19	21	16	3
Beaver Dam. Dodge	13.0	231	28	63	22	19	19	15	20	14	4
Balett Rock	35.1	410	65	88	28	44	34	21	40	20	17
BurlingtonRacine	5.0	159	27	30	16	15	10	9	12	16	3
Falle Chippswa	12.0	259	43	63	21	18	15	10	21	19	8
Cudahy Milwaukee	16.2	202	39	74	5	12	6	8	19	8	4
Eau Claire Eau Claire	39.5	513	86	105	37	57	26	31	68	28	12
fond du Lac. Fond du Lac.	32.0	540	97	134	44	42	29	29	49	28	11
ert Atkinson, Jefferson	7.7	135	23	32	7	11	10	9	11	12	3
Green Bay Brown	59.1	928	142	238	74	89	68	30	88	48	32
lanesville Reck	30.1	428	57	97	34	35	32	21	45	25	8
Kenosha Kenosha	60.0	832	182	200	54	81	58	36	81	38	24
a CrosseLa Crosse	56.8	791	143	227	50	89	41	34	69	50	14
MadisonDane	122.0	1,235	207	288	91	122	91	47	138	81	39
Manitowec, , Manitowec,	29.7	472	96	135	21	36	29	28	38	29	8
Marinette Marinette	14.5	233	50	72	17	18	8	12	22	8	4

	()			NUI	MBER	R OF	OUT	LET	8		
City County	Pop. (thous.)	Total	Food	Eat. & Orink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
MarshfieldWood	14.5	221	20	62	18	14	14	20	19	18	-
MenashaWinnebage	15.5	172	28	50	10	10	13	8	14	13	1
MenomonieDunn	9.0	176	20	41	19	13	15	14	17	11	1
MerrillLincoln	9.0	224	36	66	14	18	11	15	21	17	- 1
MilwaukeeMilwaukee	756.0	8,507	1,713	2569	598	609	429	240	702	281	28
MonroeGreen	7.9	180	20	33	14	15	16	15	17	21	
leenahWinnebage	17.4	200	39	49	4	19	14	9	17	16	
Oconomowec., Waukesha	6.2	166	20	42	17	10	11	11	13	15	
ShkoshWinnebage	45.5	620	125	158	41	52	43	31	53	34	1
ortage Columbia		149	19	32	9	12	17	9	12	16	
lacineRacine		1,021	196	254	57	96	51	45	91	41	3
thinelanderOneida	9.1	232	41	67	10	18	13	16	30	11	
lice Lake Barron	8.3		19	32	15	8	5	10	28	16	
Center Richland	5.0		32		15	14	7	11	11	21	
hawaneShawane	8.8		38	-	-	13	12	9	23	17	
heboyganSheboygan	45.5		124		39	40	33	34	65	30	1
iterewoodMilwaukee louth	18.0				9	10	4	2	20	2	
Milwaukee	16.1	174	34	52	756	10	8	8	21	7	

		- 0	M P	OPULAT STIMAT	TON ES, 1/1/	88	EF BU	FECTIV	E NCOME	_ (	SM E	TIMA	TES, 1	957							
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			lm	tome B	reakday	wn of H	lousobe	lds		
CITIES	tan Area	Total (thou- sands)	U.S.A.	helds (theu- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dellars (000)	% U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2 % Halds	2,400 % inc.	\$2,500 % Halda.	% Inc.	\$4,000 % Halde.	-6,999 % Inc.	\$7,000 % Halds.	%	\$10,000 % Halds.	%
Adams		8.0	.0047	2.5	2.6		9,303	.0031	1,163	3,721	3,537	30.3	16.3	28.9	24.3	28.5	39.0	5.5	12.3	1.8	8.1
Ashland		19.6	.0114	5.5	6.2	10.6	23,722	.0079	1,210	4,313	3,771	33.2	12.5	26.7	21.0	31.4	42.0	6.2	12.6	2.5	11.0
Ashland		10.6	.0062	3.1	3.5		15,056	.0050	1,420	4,857	4,197	25.3	8.5	25.1	18.2	38.3	45.4	8.0	14.3	3.3	13.6
Barron		36.9	.0214	10.8	11.5	8.3	44,337	.0149	1,202	4,105	3,842	31.9	12.1	30.4	25.0	29.2	39.3	5.9	12.0	2.6	11.6
Rice Lake		8.3	.0048	2.5	2.8		11,769	.0040	1,418	4,708	4,187	25.0	8.5	29.6	21.8	35.0	43.2	6.8	12.4	3.6	15.1

# ONLY WISCONSIN MARKET

*Madison's

# VHF

Every survey taken since WISC-TV went on the air shows WISC-TV with 9 OF THE TOP 10, and 16 OF THE TOP 20

TV Shows viewed in metropolitan Madison!



Represented Nationally by PETERS, GRIFFIN, WOODWARD, Inc.



		0	XI P	OPULAT STIMAT	ION ES, 1/1/	58		FECTIVI		_ 0	CM ES	TIMAT	ES, 1	167		"SM" estima					
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	ome B	reakdow	m of H	lousehol	ds		
CONTINUED)	tan Area	Total (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% of U.S.A.	Per Capita	Per Hsld.	Per C. S. U.	\$0-2 % Halds.	499 % Inc.	\$2,500 % Halds.	-3,999 % Inc.	\$4,000 % Halds.	-6,999 % Inc.	\$7,000- % Halds.	9,909 % Inc.	\$10,000 Haids.	% inc.
Bayfield		12.8	.0075	3.8	3.9		13,188		1,030				16.6		29.5	1	41.9	3.8	9.0		
Brown	57	110.9 50.1	.0845	30.3 17.2	34.3	80.1	179,646		1,620			15.7	3.3	19.1	11.1		42.8	13.6	10.5		22.4
▲Green Bay Buffalo		15.3	.0089	4.3	4.6		107,018 16,175		1,057			36.3		-		1	40.1	5.1	11.5		5.4

SM Standard (A) and Potential (A) Metropolitan County Areas.

C SM, 1958.

Before using these figures read foreword, page 13.

... you probably
noticed These Figures
as you turned the
pages of this Survey
of BUYING POWER—

HERE THEY ARE AGAIN!
They're well worth
thinking about!

THE GREEN BAY MARKET

# WFRV * TV

CHANNEL 5

**POPULATION 1,341,078** 

Good Customers! They SPEND \$1,365,232,000

FOOD SALES \$306,443,000

DRUG SALES \$30,868,000

ABC . CBS

Tower . . . 1165 ft.

above average terrain.

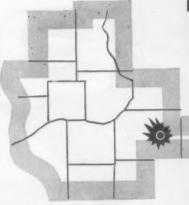
WISCONSIN'S 2nd MARKET any way you figure it!

45th U.S. MARKET in TV Homes. 389,147 Sets.*

HEADLEY-REED TV Nat. Rep. Seren H. Munkhof, Exec VP & Gen. May

WFRV • TV Building, Green Bay, Wisconsin

*Television Mag. Feb. 1958



leading station (since 1925)

NIELSEN STATION SUMMARY DATA

MARKET COVERAGE	No. of Counties	Total Homes in Area	Radio Homes in Area
Monthly Coverage Area	14	155,900	151,660
Homes Reached	Total	% of Total Homes	% of Radio Homes
Monthly	78,080	50	51
Weekly	69,860	45	46

The Badger Broadcasting Company

Madison, Wisconsin

Represented nationally by Avery-Knodel, Inc.

1957	grees	cash	farm-	income:	\$9,573.00
	Mil	liato	d u	the?	NBC

 Dane County's leading coverage station, reaching 10,000 more homes than any other station 1957 effective buying income of \$8,339.00 per

WISCONSIN	O'SI			NU	MBE	OF	out	LET	S		
Cont. from p. 754	Pop. (thous,	Total Outlets	Food	Eat. & Drink.	Gen'I, Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
Stevens Point, Portage	17.8	318	46	95	17	29	18	19	26	20	1
Sturgeon Bay Door	8.3	181	30	51	9	8	9	12	14	18	1
SuperiorDouglas	35.8	505	138	132	20	32	26	20	48	24	10
Two RiversManitowoc	10.1	194	46	56	19	13	12	9	14	10	1
Watertown Jefferson	13.4	244	33	66	19	19	18	14	22	28	1
WaukeshaWaukesha	23.1	334	56	72	24	21	17	17	40	24	1
WausauMarathon	32.3	479	71	109	43	37	26	30	47	38	13

		(*8			NU	MBE	R OF	OUT	LET	S		
City	County	Pop. (thous.	Total	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
Wauwatosa	Milwaukee.	56.7	280	50	45	18	19	20	7	44	16	16
West Allis	.Milwaukee	67.5	598	119	183	28	27	19	24	80	20	26
West Bend	Washington.	8.3	178	26	55	15	13	7	14	14	12	3
Whitefish Bay Wisconsin	.Milwaukee	18.8	65	12	2	10	10	5	1	6	4	5
Rapids	.Wood	15.9	269	60	63	12	20	16	13	28	17	5

		0		PULAT	ION ES, 1/1/	58		FECTIVE YING IF		_ 6	ES ES	TAMIT	ES, 1	957	Th	estima	symit	sales	rk orig	ginal, ex	NT.
COUNTIES	Me- tro- poli-			House-	Con-	Urban					Income			Inc	ome B	reakdov	vn of H	louseho	lds		
CITIES (continued)	tan Area	Total (thou- sands)	U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	U.S.A.	Per Capita	Per Haid.	Per C. S. U.	\$0-2 % Hsids.	%	\$2,500 % Halds.	%	\$4,900 % Halda.	%	\$7,800 Haida.	%	\$10,000 % Halda.	%
Burnett		9.5	.0055	2.9	2.9		9,438	.0031	993	3,254	3,177	43.2	20.2	30.6	31.1	21.8	36.1	3.5	8.7	.9	3.9
Calumet		20.2	.0117	5.6	5.9		26,711	.0090	1,322	4,770	4,492	24.6	8.0	27.8	19.4	34.9	40.0	8.4	14.6	4.3	18.0
Chippewa	201	46.5	.0271	12.3	13.2	15.5	56,006	.0188	1,204	4,553	4,238	25.6	8.7	27.5	20.4	35.6	43.1	8.3	15.2	3.0	12.6
Chippewa Falls 1∆Eau Claire		12.0	.0070	3.5	4.0		18,491	.0062	1,541	5,283	4,558	19.1	5.8	25.0	16.5	41.2	44.7	10.7	17.5	4.0	15.5
Clark		31.9	.0185	9.0	9.4	2.7	36,345	.0122	1,139	4,038	3,841	35.2	13.4	28.3	23.6	26.7	36.1	7.0	14.2	2.8	12.7
Columbia		36.4	.0212	11.0	12.0	11.1	55,067	.0184	1,513	5,006	4,576	24.0	7.5	26.1	17.7	35.8	39.7	9.3	15.6	4.8	19.5
Portage		7.4	.0043	2.4	2.6		12,917	.0043	1,746	5,382	4,915	18.5	5.3	22.9	14.5	42.8	44.0	10.6	16.5	5.2	19.7
Crawford		16.2	.0094	4.4	4.8	4.8	18,293	.0061	1,129	4,158	3,796	31.1	11.8	30.1	25.0	30.1	40.6	6.4	13.0	2.3	9.6
Dane	87	208.1	,1210	58.8	80.2	132.3	414,423	.1390	1,991	7,048	5,162	16.1	3.9	17.2	9.1	41.6	35.9	15.7	20.5	9.4	30.6
▲ Madison		122.0	.0709	34.0	55.3		283,520	.0950	2,324	8,339	5,123	10.6	2.3	13.2	6.4	46.4	36.2	18.7	22.1	11.1	33.0
Dodge		60.3	.0350	17.2	18.4	27.3	87,569	.0294	1,452	5,001	4,758	21.2	6.4	25.6	17.0	38.4	41.3	9.9	16.1	4.9	19.2
Beaver Dam 2Watertown		13.0	.0075	4.0	4.4		21,625	.0073	1,663	5,406	4,862	17.5	5.1	23.9	15.1	42.5	43.9	11.2	17.4	4.9	18.5
Door		21.8	.0127	6.5	6.7	8.3	27,799	.0003	1,275	4,277	4,118	28.5	10.2	28.9	22.3	32.3	41.0	7.4	14.1	2.9	12.4
Sturgeon Bay		8.3	.0049	2.7	2.7	1	11,784	.0039	1,416	4,353	4,307	26.0	0.0	29.2	21.8	33.5	41.0	8.3	15.3	3.0	12.9

Eau Claire is in Chippewa and Eau Claire counties. Watertown is in Dodge and Jefferson counties.

#### For PROFITABLE Selection of Markets

A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.

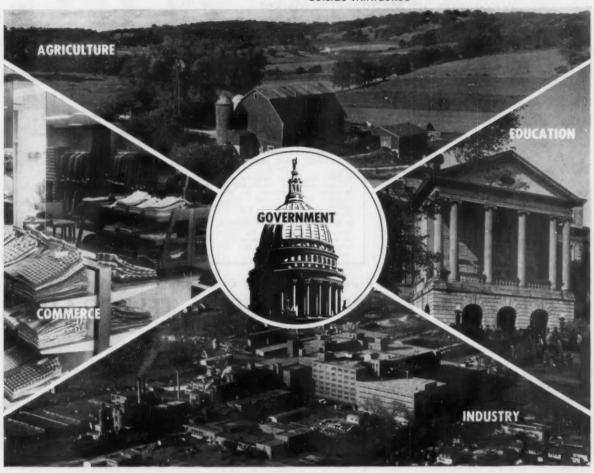
[©] SM, 1958.

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

# MADISON--Wisconsin's No. 1* market

* outside Milwaukee



offers balanced strength and growth--

because of its 5-sided economy (above)

effective 70% ABC coverage of 11%* of

*(Madison 9-county ABC Trade Area -\$491,247,000 Sales Management 5/10/58)

Wisconsin's total retail sales through

(tested and proved as a test market)

Madison Newspapers, Inc.

THE CAPITAL TIMES - Afternoon WISCONSIN STATE JOURNAL - Morning and Sunday 115 South Carroll Street REPRESENTED BY: Jann & Kelley, Inc.

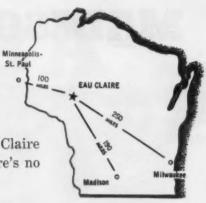
Available on Request

- Comparative Retail Sales
- Growth by Classifications
- The Madison Food Store picture
   The AutoGram, new car sales analysis, monthly
- The Madison Farm and
- Rural Non-farm Market "7 Reasons Why Madison's Best for Test"

# EAU CLAIRE

Wisconsin's 5th Metropolitan Market
Is ISOLATED—Can Be Sold Only
from the Inside

A glance at the map will show that you're covering the Eau Claire market only when you're in the Leader & Telegram. There's no larger city within 90 miles of Eau Claire.



+

Eau Claire is the hub of a 7-county trading area with....

242,800 Population 68,600 Families \$320,885,000 Income \$255,940,000 Sales HIGHEST WAGE AVERAGE

In 1957, Eau Claire's industrial wage average again was the highest in Wisconsin. In December the city averaged \$106.21 for 42.1 hours, against a state average of \$87.34 for 40.5 hours.

M-W MAJOR EXPANSION MARKET Montgomery Ward chose Eau Claire as one of its major expansion markets, will open new store here this METROPOLITAN EAU CLAIRE

106,700 Population 30,000 Families \$154,816,000 Income \$121,028,000 Sales

The Only Way to Get Effective, Highly Merchandisable Covering in Wisconsin's 5th Market

# The EAU CLAIRE LEADER & TELEGRAM

MORNING . EVENING . SUNDAY

Represented by SHANNON & ASSOCIATES, INC.

WISCONSIN		C	H P	PULAT	ION ES, 1/1/	58		FECTIVE YING II		_ (	ZAD ES	TIMAT	ES, 1	957		e "SM" e estima					
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban					Income			Inc	eme B	reakdew	rn of H	lousehe	ids		
(continued)	tan Area	Total (thou- cantis)	u.s.a.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)	% U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2, % Haids.	498 % Inc.	\$2,500 % Haids.	%	\$4,000 % Halds.	0%	\$7,000 % Halds.	%	\$10,000 Hadda,	%
Douglas	43	47.0	.0273	14.1	16.3	36.2	74,640	.0250		- Forma	4,556	20.1	6.1	22.6	15.0	42.9	46.4		17.0	1	
▲Superior		35.8	.0208	10.9	13.0		61,379	.0206	1,714	5,631	4,702	17.0	4.9	21.0	13.3	46.1	47.5	11.4	17.7	4.5	16.6
Duna		27.6	.0161	7.7	9.1	9.0	33,430	.0112	1,211	4,342	3,673	34.5	13.2	27.4	22.9	29.3	39.9	6.3	13.0	2.5	11.0
Menomonie		9.0	.0052	2.7	3.6		13,996	.0047	1,555	5,184	3,827	30.6	10.6	23.9	18.0	34.1	42.0	7.8	14.5	3.6	14.9
Eau Claire	201	80.2	.0350	17.7	20.6	40.2	101,810	.0341	1,691	5,752	4,932	17.2	4.8	19.0	11.5	45.5	45.1	13.0	19.5	5.3	19.1
I∆Eau Claire		39.5	.0230	12.0	14.1		72,931	.0245	1,846	6,078	5,148	14.8	3.9	17.0	9.8	47.7	44.9	14.5	20.6	6.0	20.8
Florence		3.7	.0021	.9	.9		3,307	.0012	894	3,874	3,327	40.0	17.4	31.4	29.8	23.4	38.3	3.4	8.1	1.8	8.4
Fond du Lac		72.8	.0424	20.8	24.2	40.8	116,457	.0390	1,600	5,599	4,799	20.4	5.9	20.8	12.9	41.4	42.2	12.0	18.6	5.4	20.4
Fond du Lac		32.0	.0186	9.6	11.1	11111111	56,719	.0190	1,772	5,908	5,075	17.8	4.8	18.2	10.8	44.1	42.4	13.7	19.9	6.2	22.1
Forest		8.5	.0049	2.3	2.5		9,183	.0031	1,080	3,993	3,561	36.3	14.7	29.4	25.7	26.7	38.3	5.6	12.2	2.0	9.1

1 Eau Claire is in Chippewa and Eau Claire counties. SM Standard (A) and Potential (A) Metropolitan County Areas. Before using these figures read foreword, page 13.

① SM, 1958.

# ARE YOU COVERING THIS TRADE AREA?

Only the Fond du Lac Commonwealth Reporter gives you 89% daily coverage in Fond du Lac County—compare this with 22% . . . the next largest coverage.

Fond du Lac, Wisconsin

# Fond du Lac Commonwealth Reporter

E. A. FAULKNER & ASSOCIATES, New York . Chicago National Representatives



17,368

Total ABC Net Paid

# NEW

HOE COLOR **PRESS** 

LOW COLOR RATES

Frequency and **Bulk Discount** RATES

**ABC** Approved CITY ZONE 59,224

LA CROSSE TRIBUNE LA CROSSE, WIS.

JANN & KELLEY

33,310 ABC Circulation

Representatives

WISCONSIN		6		OPULAT STIMAT		58		FECTIVE N		_ (	ES	TIMAT	res, 1	957	The					ginal, e AGEMI	
COUNTIES	Me- tro- poli-			House-	Con- sumer	Urban	7.50				Income			Inc	come B	reakdev	wn of H	leuscho	lds		
CITIES (centinued)	tan Area	Tetal (thou- sands)	U.S.A.	(thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dellars (800)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2 Webba	,499 % Inc.	\$2,500 Halds.	-3,999 % Int.	\$4,000 Halda.	%	\$7,000 Haids.	67	\$10,000 Halds	%
Grant		42.5	.0247	12.3	13.9	9.4	58,691	.0197	1,381	4,772	4,210	31.6	10.6	28.6	18.4	28.6	34.1	8.5	15.4	4.7	20.5
Green		24.8	.0144	7.5	8.7	7.9	45,034	.0151	1,816	6,005	5,124	21.2	5.7	23.0	13.4	35.4	33.6	12.1	17.3	8.3	30.0
Monroe		7.9	.0046	2.7	3.2		17,069	.0057	2,161	6,322	5,250	19.8	5.1	20.1	11.2	38.1	34.7	13.1	18.0	8.9	31.0
Green Lake		15.6	.0091	4.8	5.1	4.9	21,245	.0071	1,382	4,618	4,123	29.5	10.2	27.9	21.0	31.3	38.3	7.5	13.9	3.8	16.6
lowa		19.6	.0114	5.6	6.0	2.6	23,642	.0079	1,206	4,222	3,912	31.2	11.5	29.7	23.9	29.5	38.9	6.9	13.7	2.7	12.0
Iron		3.0	.0047	2.5	2.6	3.0	10,544	.0035	1,318	4,218	4,009	29.0	10.6	26.4	20.9	35.2	48.6	7.3	14.2	2.1	8.7
Jackson		16.2	.0094	4.8	4.9	2.9	17,396	.0059	1,074	3,624	3,493	40.2	18.9	29.9	27.6	23.0	34.4	4.8	10.8	2.1	10.3
Jefferson		46.0	.0267	13.4	14.9	23.9	89,286	.0232	1,500	5,171	4,638	21.4	6.5	25.1	16.7	38.1	41.3	10.8	17.7	4.6	17.8
2Watertown		13.4	.0078	4.0	4.5		21,537	.0072	1,607	5,384	4,689	19.1	5.7	23.4	15.2	42.1	44.4	10.8	17.2	4.6	17.5
Fort Atkinson		7.7	.0045	2.6	2.8		15,221	.0051	1,977	5,854	5,281	15.7	4.2	21.6	12.5	42.5	40.3	13.6	19.5	6.6	23.5
Juneau		17.0	.0104	5.1	5.5	3.0	22,076	.0074	1,233	4,328	3,952	32.4	11.8	26.5	21.1	31.3	40.4	6.7	13.1	3.1	13.6
Kenesha	73	86.3	.0502	26.1	27.9	63.0	161,106	.0540	1,867	6,173	5,767	11.3	2.8	17.6	9.5	48.5	42.8	15.3	20.5	7.3	24.4
▲Kenosha		60.0	.0348	18.0	20.4		120,068	.0403	2,001	6,670	5,877	10.0	2.4	15.7	8.2	49.5	41.9	16.7	21.4	8.1	26.1
Kewaunee		18.0	.0105	4.7	5.1	6.2	20,664	.0070	1,148	4,397	4,000	27.4	9.8	31.8	24.8	31.5	40.1	8.3	12.1	3.0	13.1
La Crosse	222	74.8	.0435	21.6	24.8	55.8	124,749	.0418	1,000	5,775	5,013	17.5	4.8	29.8	12.4	42.9	42.1	12.9	19.2	5.8	21.5
△La Crosse		50.8	.0296	14.9	18.1		92,502	.0310	1,821	6,208	5,091	14.9	3.9	19.3	11.0	45.0	42.1	14.2	20.1	6.6	22.9
Lafayette		18.1	.0105	5.2	5.4		21,567	.0072	1,192	4,148	3,978	31.9	11.8	28.4	22.7	30.1	39.4	6.8	13.4	2.8	12.7
Langlade		21.7	.0126	8.0	6.5	10.2	27,940	.0094	1,288	4,657	4,295	27.7	9.3	27.0	19.7	33.2	39.5	8.1	14.6	4.0	16.9
Antigo		10.2	.0059	3.1	3.4		15.394	.0052	1,509	4,966	4.434	24.3	7.8	25.6	17.8	37.2	42.2	8.6	14.8	4.3	17.4

2 Watertown is in Dodge and Jefferson counties, SM Standard (Δ) and Petential (Δ) Metropolitan County Areas.

Before using these figures read foreword, page 13.

166,000 TV HOMES

Wisconsin • Minnesota • Upper Iowa

In The 22-County Area Actively-Served by WKBT, NO OTHER Television Station Can Be Seen Consistently Well by Most TV Families!

CBS . NBC . ABC

**WKBT** 

La Crosse, Wisconsin, CHANNEL

Represented by:

H-R TELEVISION, INC. Harry Hyett, Minneapolis

Careful reading of the explanatory introduction, starting on page 13, will help you make the most profitable use of the Survey of Buying Power data.



# THIS IS AUKEE

# AMERICA'S 14th MARKET

. . . and a far cry from being the "bush league!"

A population of 1,157,000*

An effective buying income of \$2,341,826,000

A tally of \$1,539,094,000 in total retail sales
*metropolitan county area

John B. Soell, Vice President and Station Manager MILWAUKEE IS SOLD ON WISN-TV with a plus coverage of

1,368,000 beyond the metropolitan area

Represented by Edward Petry & Co., Inc.

Basic ABC affiliate

WISN-TV

Badger Television Network Affiliate

WISCONSIN		0		PULAT	ION ES, 1/1/	58		FECTIVE YING IP		_ (	SM) E	STIMAT	TES, 1	957	The	e "SM" e estima	symt	ools ma	rk orig	ginal, es	iclu-
COUNTIES	tro-			House-	Con-	Urban					Income			Inc	come B	reakdov	vn of H	louseho	lds		
CITIES (continued)	tan Area	Total (thou- sands)	of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (600)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2 % Halds.	%	\$2,500 % Halds	-3,999 % Inc.	\$4,000 % Hslds.	%	\$7,000 Halds.	%	\$10,000 % Haida.	%
Lincoln		22.4 9.0	.0130	6.8 2.7	6.7 2.8	12.8	27,565 12,638	.0092	1,231	4,241 4,681	4,099 4,394	28.7 22.6	10.3 7.4	28.1 28.0	22.0 20.1	33.0 37.1	42.0 43.5	7.5 9.1	14.4 16.2	2.7 3.2	11.3 12.8
Manitowec	233	71.1	.0414	20.8	23.4	39.8	113,106	.0379	1,501	5,491	4,816	18.2	5.3	23.6	14.8	42.2	43.5	10.8	16.9	5.2	19.5
Two Rivers		39.8	.0238	11.9			78,311		1,817												
△Manitowoc		29.7	.0173	9.0			53,469	.0179		5,941	5,128	14.5	3.9	21.3	12.5	45.6	43.5	12.3	17.7	6.3	22.4
△Two Rivers		10.1	.0059	2.9			18,842	.0063	1,866		5,077	10.0	2.7	23.9	13.7	46.5	43.9	13.8	19.7	5.8	20.0
Marathen	276	85.0	.0494	23.3		35.3	115,991	.0380		4,978	4,599	22.0	6.9	26.6	18.1	1	41.7	9.4	15.7	4.4	17.6
△Wausau Marinette		32.3	.0188	9.7	10.6	** *	54,093	.0182		5,577	5,060 4,269	17.9	5.0 9.7	22.9	13.9	41.6	41.4	7.3	17.4	6.0	22.3 13.1
Marinette		14.5		4.3		14.8	44,644 21,274	.0071				20.9	6.6	26.9	18.6		44.1	9.0	15.3	3.9	15.4
Marquette		9.4	.0054	2.7	3.3		11,015	.0037	1,172	4,080	3,337	38.3	16.2	30.0	27.5	25.0	37.6	5.0	11.4	1.7	7.3
Milwaukee	91	1,032.1	.6001	307.9	355.2	968.6	2,121,987	.7115	2,056	6,892	5,974	10.0	2.3	15.0	7.4	48.1	39.2	17.5	21.6	9.4	29.5
▲ Milwaukee		756.0	. 4395	235.0	272.0		1,535,425	.5148	2,031	6,534	5,643	10.9	2.6	15.9	8.4	48.8	42.1	16.7	21.7	7.7	25.2
West Allis		67.5	.0393	20.1	21.4		134,454	.0451	1,992	6,689	6,264	9.5	2.2	14.5	7.5	48.5	39.9	18.9	23.4	8.6	27.0
Wauwatoea		56.7	.0329	15.2			157,965	.0530		10,392	8,839	8.6	1.3	9.0	3.0	33.0	18.0	24.8	20.4	24.6	57.3
Cudahy		16.2	.0095	4.6		1	28,919	.0097		6,287	5,884	10.2	2.5	15.9	8.3	49.8	43.2	16.8	22.0	7.3	24.0
Shorewood		18.0		5.8			59,548	.0199		10,267	9,473	9.8	1.5	9.6	3.2	32.8	17.4	21.6	17.3	26.2	60.6
South Milwaukee		16.1	.0094	4.7			31,009	.0104		6,598	6,173	10.0	2.3	13.1	6.7	50.1	41.7	18.7	23.6	8.1	25.7
Whitefish Bay		18.8				44.4	61,585	.0207		11,405		9.2	1.2	8.8	2.6	29.7	14.0	21.1	15.0	31.2	67.2
Monroe		32.6	.0190	8.6	9.3	11.3	37,196	.0124	1,141	4,325	3,985	29.8	10.8	28.9	22.8	31.2	40.1	7.2	14.1	2.8	12.2
Oconto		25.7	.0149	7.3			28,072	.0094		3,845		33.0	13.0	31.0	26.7	28.6	40.2	5.5	11.7	1.9	8.4
Oneida		22.0	.0128	6.7		9.1	29,231	.0008	1,329		4,342	28.8	9.2	26.6	19.7	36.0	43.8	7.5	13.8	3.1	13.5
Rhinelander		9.1	.0083	2.7	2.9		13,633	.0045	1,498	5,049	4,680	20.3	6.2	23.6	15.9	42.9	46.7	9.1	15.0	4.1	16.2

SM Standard (A) and Potential (A) Metropolitan County Areas.

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Before using these figures read foreword, page 13.

Why Milwaukee is one of your

# FIRST TEN MARKETS

Milwaukee is the nation's 11th city in population, and 15th among metropolitan areas. But in only seven cities can you reach more families with ONE newspaper. And only four of these top Milwaukee in family buying power.

How Milwaukee ranks
in Market Quality
among the 20 largest
Metropolitan Areas

> Sources: U. S. Census, Sales Manageme Survey, SRDS Consumer Markets

FURTHER EVIDENCE of the buying power and responsiveness of Milwaukee families is the fact that The Journal has published more advertising over the last 10 years than any other newspaper in the nation. And it offers 90% home coverage—highest of any newspaper in markets of more than a million!

# THE MILWAUKEE JOURNAL

National Representatives-O'MARA & ORMSBEE, INC.

WISCONSIN		J		PULAT	ION ES, 1/1/	58	EF BU	FECTIVI YING II	COME	_ (	SM ES	TIMA	TES, 1	957		e "SM" e estima					
COUNTIES	tro-			House-	Con- sumer	Urban					Income			tno	come B	reakdov	wn of H	louseho	ilds		
(continued)	tan Area	(thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pep. (thou- sands)	Net Dollars (000)	of U.S.A.	Per Capita	Per Hsid.	Per C. S. U.	\$0-2 % Haida.	%	\$2,500 % Helds.	-3,909 % Inc.	\$4,000 % Helds.	%	\$7,000 Halda	9.909 % Inc.	\$10,00 % Haids	%
Outagamie	175	92.1	.0535	25.6	28.5	81.4	147,498	.0495	1,601	5,762	5,175	18.1	4.0	22.1	13.2	40.4	39.0	12.6	18.3	6.8	24.6
Menasha △Appleton		79.6 46.7	.0464	#3.8 14.1	16.6	-	148,284 89,317	.0498		6,230	5,351	15.5	3.9	19.7	10.8	42.6	38.4	14.1	19.3	8.1	27.6
Ozaukee		27.1	.0188	7.7		9.0	48,964	.0164			5,799	12.9	3.1	17.8	9.6	45.4	30.2 42.1	15.4	20.1	8.5	
Pierce		7.8		8.2 6.2			8,616 28,536		0.000			32.5	12.0	27.8	22.3	29.7	39.0	7.1	14.1	2.9	12.6
Polik		24.4 36.0	.0142	7.4		17.8	29,177 51,035		1,196 1,418		3,828 4,425	33.7 25.3	13.0	29.0	24.2	29.1 37.0	39.9	5.8	12.1 18.7	2.4	10.8
Stevens Point		17.8 15.4		4.8	6.3		30,081 17,543	.0101	1,690		4,747	17.2 37.6	4.7	19.1	11.3	43.4	42.0	14.3	21.0	6.0	21.0
Racine	114	124.2					248,940		1,988			10.6	2.5	14.7	7.3	47.0	39.5	17.7	22.0	9.1	
▲Racine Burlington		82.6 5.0	.0480	25.2	28.5		176,678 9,328	.0592		7,011	6,192	10.0	2.3	13.2	6.5	48.2 42.3	38.6	19.1	23.1	9.5	
Richland Center		19.9	.0116	5.4	6.2	5.0	23,803 7,495	.0000	1,196	4,408		32.9 26.7	12.2	29.2	28.4	28.0 32.0	36.8 37.8	6.7 8.2	13.3 14.7	3.2	14.3
Rock △Beloit	181	108.0 35.1	.0828				200,418 70,684		1,856			14.0 10.7	3.6	18.5 16.4	10.5 8.9	45.9 49.4	42.3 43.8	15.0 16.7	20.9	6.8	
△Janesville		30.1	.0175	9.2	10.8		60,989	.0205	2,026	6,629	5,621	10.3	2.5	15.6	8.2	49.4	42.3	16.9	21.8	7.8	25.2
Rusk		16.2 27.5					19,589 37,726				1	32.2	11.7	28.0	21.9	29.6	38.2	7.0	13.6	3.2 5.0	14.0
Sauk		38.7 8.0	.0226		1		54,594 13,497			4,831	4,331	26.4 23.7	8.7 7.1	28.6 23.9	18.9 15.8	34.5 37.8	40.2 40.4	8.3 9.0	14.6 14.5	4.2 5.6	
Sawyer		9.7	.0066			1 1	10,700					42.5	18.6	28.4		23.4		3.8	9.0	1.9	
Shawano		35.8 6.8	.0040	1.9	2.4		10,932	.0037	1,608	5,754	4,415	15.7	4.7	29.3	19.0	39.9	42.2	10.5	16.8	4.6	17.3
Sheboygan △Sheboygan	289	88.0 45.5		1		54.7	150,579 83,635			5,890		15.9	4.3 3.5	19.9	12.5	44.1		12.8	18.7	6.7	
Taylor		17.7 24.4	.0103		1	1	18,837 26,782					35.0 37.1	13.8 15.0	29.2		28.0		5.6	11.8 13.1	2.2	
Vernon		26.0				1				3,975		35.1	13.9	1	25.2	28.1		5.4			10.0
Vilas		10.1	1		1		11,171 78,758		1			33.0	13.2	34.6 24.5	29.8	25.1 35.3		5.1	11.0	2.2 5.7	10.4
Washburn,		11.0					12,423			3,882		37.7		29.1		25.6			11.4		10.9
Washington West Bend		36.1 8.3			1	13.4	58,351 16,048			5,471 6,687	1	17.3 10.0	4.9	22.7 18.2	14.0	42.8 48.8	43.0 42.5	11.7	17.7	5.8	
Waukesha	91	125.0 23.1	.0727	35.2	38.8	31.9	11.000.000	.0737	1,750	8,245	5,657	13.7	3.4	17.5 15.3	9.5	45.7 48.6		15.3 16.8	20.4	7.8	26.3
Oconomowoc Waupaca		6.2 36.0					10,108 46,449		1,630			21.8	6.2	20.4		40.1 34.1	40.6 43.3	11.8 7.8	18.1 14.3	5.9	
Waushara		13.9	.0081	4.2	4.2		13,821	.0046	984	3,291	3,234	43.1	19.8	30.2	30.1	22.0	35.9	3.4	8.3	1.3	5.9

SM Standard (A) and Potential (A) Metropolitan County Areas.

© SM, 1958

Before using these figures read foreword, page 13.

# WISCONSIN'S THIRD MARKET

Racine Metropolitan County ranks 3rd* in

Population 124,200

Total Effective Buying Income	
Per Capita Effective Buying Income Per Household Effective Buying Income	
Food Sales	\$39,837,000
Automotive Sales	\$27,847,000
Drug Sales	\$5,329,000
*(SM 5/10/58)	

COVERAGE

Journal-Times 93.2% 85.6%

 Chicago Tribune
 8.3
 6.9

 Milwaukee Sentinel
 11.1
 9.6

 Milwaukee Journal
 5.1
 12.0

Coverage figured from latest ABC Audit Reports

NEW ABC

110,853

The RACINE JOURNAL-TIMES and Sunday Bulletin

RACINE, WISCONSIN
Represented Nationally by the
ALLEN KLAPP COMPANY

FIVE FAST FACTS for ADVERTISERS

Ast in Wisconsin in daily editorial linege

5 times first place winner Inland Daily Press Association Typographical Excellence Award

And among all Visconsin daily papers in total advertising!

Grd largest ABC City Zone in the 6th largest evening circulation in Wisconsial



APPLETON . NEENAH . MENASHA

Newly installed 96-page Gots Headliner Press. Full, four-color facilities available soon.

APPLETON POST-CRESCENT

CIRCULATION OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF THE PROPERTY OF

Kenneth E. Davis, Manager, General Advertising

WISCONSIN

¥



agement Survey of Buying Power; further reproduction not licensed.

CHIEF OSHKOSH SAYS-YOU NEED THE

# OSHKOSH DAILY NORTHWESTERN

With Its 91% (Ity Zone Family Coverage . . . 55%Home County Family Coverage TO SELL YOUR PRODUCTS IN THIS RICH MARKET — WITH METRO COUNTY RETAIL SALES OF

\$117,886,000*

TO RING UP YOUR SHARE OF THE

\$27,828,000

METRO COUNTY AREA RETAIL FOOD SALES

TO SELL YOUR SHARE OF THE

\$17,389,000



TO MOVE YOUR SHARE OF THE

\$2,891,000

RETAIL DRUG SALES

TO PUMP YOUR SHARE OF THE

\$7,888,000

METRO COUNTY AREA (
RETAIL
GAS STATION SALES



Write for NEW MARKET DATA SHEET

## OSHKOSH DAILY NORTHWESTERN, Oshkosh, Wis.

 Offering Dealer Helps • Retail Bulletins • Brand Distribution Checks Represented by Johnson, Kent, Gavin & Sinding, Inc.

WISCONSIN			SM	PO	PULAT	ION ES, 1/1/	58			ECTIVE	COME	_ (	SM	ESTIN	ATES,	1957				SALES			
COUNTIES	Me- tro- poli-				House-	Con- sumer	Urban						Incom	10		łm	ome Br	eakdov	en of H	faunthol	ds		
CIT(ES (continued)	tan Area	Tat (tho		of S.A.	holds (thou- sands)	Spend- ing Units (thous.)	Pop. (thou- sands)	Net Dollars (000)		of J.S.A.	Per Capita	Per Hald.	Per C. S.	U. 8	0-2,496 % ds. inc.	%	-3,999 % inc.	\$4,000 % Haids.	%	\$7,000 % Halds.	-9,999 % Inc.	\$10,00 % Halda.	%
Winnebago  △Oshkosh  See Appleton- Neenah-Menasha			-	0598 0264	<b>30.4</b> 13.8	33.3 15.8	0.000.0	172,3 79,5		.0578	1,675 1,747	20000					13.3 13.7		41.3 41.1		18.3		22.5 22.3
Neenah Menasha				0102	5.3 4.4	6.0	1	34,3 24,6		.0115	1,972 1,590		1 -			1	9.7 13.0	48.3 43.7	41.6	15.2 12.8	19.8	8.0	26.4 22.9
Wood		1	4.5 .	0327 0084 0092	15.5 4.0 4.7			81,0 22,6 28,6	384	.0272 .0076 .0096	-,	5,671	4,84	5 16.	9 4.8	25.0	15.7 15.5 10.3	40.9 42.2 47.6	43.2 42.5 43.7	10.2 10.1 14.3	16.4 15.4 19.9		18.8 21.8 22.7
Total Above Cities.	-	-	0.0 1.	-	600.7	705.6	-	3,965,1	-		-			-		-	9.0			15.9			27.4
State Total		3,82	0.1 2.	2211	1,109.0	1,250.9	2.287.0	6,394,4	100	2.1430	1,674	5,786	5,11	2 18.	7 6.1	21.0	12.5	41.1	40.0	12.8	18.9	6.4	23.5
	•		OPULA		1/1/58	1	SH	E. B. I. ESTIMA	TES	, 1957	1		1	•	M E	OPULAT	TION TES, 1/	1/58	1	SH	E. B. I. ESTIM	ATES	, 1957
METRO. AREAS	Total (thou- sands)	% of U.S.A.	House hold (thou- sands)	Spe in Uni (thou	ner Un nd- F g (ti its sa	rban Pep. hou- nds)	Net Dollars (\$000)	% of U.S.A.	Per Cap- ita	Per- H'se hold		METRO		Total (thou- sands)	% of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	(the	). U-	Net Dollars (\$000)	% of U.S.A.	Per Cap-	Per H'se hold
△Appleten △Beloit- Janesville Duluth-Superior.	92.1 198.0 272.1	.0636	25.0 32.0	3	8.5 7.6	76.1 296.1	147,496 200,418 451,783	.0672	1,856	6,110	Green	u Claire n Bay sha Crosse		108.7 110.9 88.3 74.8	.0845	30.0 30.3 28.1 21.6	33.8 34.3 27.1	8 6	8.7 0.1 3.0	157,816 179,646 161,106 124,745	.0602	1,479 1,620 1,867 1,688	6,17

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone MUrray Hill 4-3559.

The Market

Metropolitan Madison's population has increased 23% since the 1950 census, from 169,300 to over 200,000. It's solid growth, with the EBI per family over \$7,000! Growing too is Madison's importance as a trade and service center to the 10 county television area it serves.

The Medium

WKOW-TV, the first station in the market, now leads the field in delivering the largest audience per dollar of cost. The latest ARB (Nov. 1957) shows WKOW-TV with 31% share of weekday audience, 6-10 PM. The most expensive station adds 96% to the cost while adding only 13.1% to the audience potential. So in Madison buy hard sell frequency! On WKOW-TV you get two impressions instead of one . . . in a market where the income level is high enough to produce results.

The Message

Ask your Headley-Reed TV man for the following:
1. Nov. 1957 ARB for Madison.
2. "Let's Be Realistic about TV Coverage

of the Madison Market. 3. "Anatomy of a Market."

WKOW-TV

Represented nationally by Headley-Reed TV



wisc.			POPUL ESTIM	ATION ATES, 1	/1/58	SH	E. B. I	ATES	1957						ATION ATES, 1/	1/58	<b>5</b> %	E. B. I. ESTIMA	TES,	1957
METRO. AREAS	Total (thou- sands)	% of U.S.A.	House hold (thou- sands)	Con- sumer Spend ing Units (thous.	Pop. (thou- sands	Net Dollars	% of U.S.A	Per Cap- ita	Per H'se- hold		ETRO. REAS	Total (thou- sands)	% of U.S.A.	House hold (thou- sands	Spend-	Urban Pop. (thou- sands)	Net Deliars (\$000)			Per H'se- hold
Madison  △Manitowec- Two Rivers  Milwankee	208.1 71.1 1.157.1	.0414	20.6	23.4	39.	8 113,10	6 .0379	1,591	7,048 5,491 6,825		oygan	124.2 88.0 85.0	.0512	26.	6 28.5	54.7		.0505	1,711	5,661
△Oshkosh	102.9		and a	-						Total A	beve Areas	2,687.3	1.5626	789.	9 903.4	2,033.3	4,978,230	1.6690	1,853	6,302
	1	T			RET	AIL SAI	ES-	Sh	DE	STIMA	TES. 1	957					ymbols ma by SALES			
COUNTIES	Me tro- poli tan Are	- R	otai etaii ales 000)	% of U.S.A.	Per Hsid. Retail Sales	Buying	Quality Index	Ind of Si Produ	ex ales	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	App (\$0	arel	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Dr	rugs 000)
Adams			6,212	.0030	2,485	.0034	72		14	1,100	706	79	5	121		1,509	581	49	9	136
Ashland			21,184	.0106	3,852	.0094	82	1	13	5,084	2,094	2,05	0	927	1.300	4,880	1,370	1,41	8	608
Ashland			16,979	.0085		.0063	102	12	37	3,533	1,483	2,01	6	899	1,267	3,846	1,079	1,01	5	447
Barron		1	29,469	.0197	3,665	.0176	82	1	12	5,907	2,970	7,15	0	931	1,604	7,858	3,675	5,13	7	924
Rice Lake			16,179	.0081		.0054	113	16	39	1,896	1,278	3,24	9	698	453	3,695	1,265	1,97	9	384
Bayfield			7,527	.0038	1,981	.0049	85		51	1,813	1,305	1,69	0	93	100	839	556	73	0	235
Brown	57	1	49,821	.0747	4,938	.0854	101	11	16	37,583	12,984	21,27	4 1	0.100	8,580	24,688	8,142	10.31	5	3,483
▲Green Bay		1	15,584	.0577		.0421	122	16	38	29,110	9,254	19,63	0 8	8,352	7,642	17,030	5,733	6,44	9	2,913
Buffalo			11,081	.0056	2,577	.0062	70		3	1,649	1,547	99	3	98	183	2,964	647	1,99	9	260
Burnett			6,978	.0035	2,406	.0037	87		14	1,773	983	75	9	57	244	1,010	697	1,18	3	136
Calumet			15,256	.0076	2,724	.0091	78		85	2,374	1,955	62	7	265	488	2,921	1,785	2,00	9	326
Chippewa	201		54,041	.0270	4,394	.0229	85	10	00	9,801	3,941	5,79	7 8	5,220	1,804	11,330	3,264	5,85	9	1,387
Chippewa Falls, 1△Eau Claire			28,362	.0142		.0088	126	20	03	4,858	1,489	1,70	9 4	1,954	1,230	5,687	1,564	2,50	1	626
Clark			23,020	.0115	2,558	.0133	72		12	3,851	2,561	2,36	-	400	237	3,546	1,640	3,67	2	590
Columbia		1	50,082	.0250	4,551	.0209	99	81		9,172	4,982	4,17		,298	1,809	10,366	4,395	7,43	1	1,417
Portage			17,301	.0086		.0056	130	20		2,363	1,142	2,77		764	1,004	5,368	1,193	1,34	7	630
Crawford			13,941	.0069	3,188	.0070	74	7	73	3,613	1,948	66	9	693	554	1,671	1,261	1,83	2	160
Dane	87	-	56,756	.1283	4,367	.1322	109	10	_	54,072	22,660	28,27		8,857	13,349	46,414	17,714	28,02	8 1	10,597
▲ Madison		1	91,293	.0956		.0004	128	13	35	39,293	14,781	22,59	4 17	7,768	11,350	36,370	12,225	14,56	1	9,216

1 Eau Claire is in Chippewa amd Eau Claire counties. SM Standard (♠) and Potential (△) Metropolitan County Areas.

Before using these figures read foreword, page 13.

© SM, 1956.

# ABOVE AVERAGE BUYING POWER KENOSHA METROPOLITAN COUNTY AREA

Per capita effective buying income

7% ABOVE NATIONAL AVERAGE

13% ABOVE WISCONSIN AVERAGE Only the Kenosha News gives daily effective coverage of the important prosperous Kenosha Metropolitan County Area. Combined coverage of Kenosha County, Chicago, and Milwaukee morning papers 22.7%, evening papers 14.9%. Kenosha News daily coverage 85% of Metropolitan County Area families.

# THE KENOSHA NEWS

National Representative: JANN & KELLEY—New York • Chicago • Detroit • Kansas City • San Francisco • Los Angeles • Atlanta

WISCONSIN	Me-			RE	TAIL S	ALES-	S/AD E	STIMA	TES, 1	987		The	"SM" s	ymbols ma by SALES	ark original, S MANAGE	exclu- MENT.
COUNTIES CITIES (continued)	tro- peli- tan Area	Total Retail Sales (\$000)	of U.S.A.	Per Hisld. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$000)
Dodge		56,432	.0282	3,281	.0302	86	81	11,659	6.247	4,177	1,943	2,940	9,718	4,747	9,389	1,199
Beaver Dam 2Watertown		21,440	.0107		.0084	112	143	4,624	1,648	1,929	1,202	1,748	4,432	1,414	2,179	570
Deer		29,173	.0146	4,488	.0115	91	115	6,298	3,561	2,443	804	752	5,610	2,000	4,222	574
Sturgeon Bay		19,173	.0096		.0058	118	196	4,627	1,539	1,466	804	503	4,375	997	1,811	574
Douglas	43	50,190		3,560	.6255	93	92	14,450	5,920	4,532	2,352	2,620	10,115	3,915	2,503	1,588
▲Superior		44,530	.0222		.0211	101	107	12,721	4,536	4,092	2,319	2,580	9,831	3,109	1,837	1,552
Dunn		28,034	.0140	3,641	.0131	81	87	3,675	2,462	4,228	795	1,032	5,288	2,892	3,099	576
Menomonie		18,150			.0061	117	175	2,357	1,322	2,584	760	883	4,195	1,876	1,471	440
Enu Claire	201	88,987	.0334	3,785	.0340	97	95	13,004	5,678	12,017	4,062	3,351	11,618	6,902	4,044	1,440
1∆Eau Claire		59,505	.0297		.0258	112	120	11,613	4,096	11,504	3,998	3,231	10,504	5,972	3,388	1,462
Florence		2,487	.0013	2,763	.0014	67	02	397	872	196	72		358	356	124	43
Fond du Lac		86,197	.0430	4,144	.0409	96	101	18,664	8,196	7,342	4,462	4,048	17,699	6,643	9,518	2,462
Fond du Lac		52,474	.0262		.0211	113	141	12,230	4,823	5,834	3,844	3,069	9,548	3,638	4,258	1,962
Forest		7,438	.0037	3,234	.0037	76	76	2,244	748	486	228	147	1,378	750	1,218	170
Grant		42,895	.0215	3,487	.0212	86	87	8,066	3,815	3,726	1,254	1,807	7,618	3,281	8,789	1.042
Green		41,152	.0205	5,487	.0166	115	142	6,551	2,920	3,250	1,259	1,564	8,268	2,192	9,103	849
Monroe		21,350	.0107		.0070	152	233	3,731	1,423	1,743	1,029	1,384	5,159	1,115	3,027	426
Green Lake		20,476	.0103	4,451	.0084	92	113	4,241	1,578	1,247	710	891	4,312	1,467	4,324	379
lowa		17,479	.0087	3,121	.0089	78	76	3,014	1,635	1,000	254	705	3,774	2,041	3,214	320
fran		8,078	.0040	3,231	.0039	83	85	2,603	1,844	414	345	191	332	574	1,173	204
Jackson,		14,892	.0075	3,103	.0070	74	80	2,798	1,739	1,289	394	176	3,456	1,448	2,020	252
Jefferson		61,899	.0309	4,619	.0263	99	116	13,312	5,710	4,562	2,134	2,617	12,799	4,393	9,305	1,433
2Watertown		24,154	.0121		.0088	113	155	5,421	1,798	2,714	1,002	1,246	5,163	1,749	3,030	616
Fort Atkinson		15,334	.0077		.0058	129	171	4,278	961	651	830	608	3,503	1,097	2,260	432
Juneau		21,156	.0106	4,148	.0089	86	102	3,678	2,457	922	517	592	5,729	2,205	2,269	423
Kenosha	73	97,711	.0488	3,744	.0517	103	97	26,891	9,243	7,639	5,804	5,903	16,408	7,533	8,385	3,017
▲Kenosha		84,307	.0421		.0397	114	121	23,185	6,415	6,495	5,747	5,816	15,522	6,515	5,984	2,925
Kewaunee		14,430	.0072	3,070	.0078	74	69	2,585	1,398	1,382	380	789	2,779	885	2,271	298
La Crosse	222	95,367	.0476	4,415	.0438	101	109	20,713	9,134	13,824	6,035	5,083	15,352	6,196	6,765	1,787
△La Crosse		83,484	.0417		.0339	115	141	18,325	7,496	12,247	5,861	4,713	13,504	5,121	5,464	1,583
Lafayette		16,588	.0083	3,190	.0082	78	79	2,988	1,394	930	214	240	3,765	1,279	3,844	181
Langlade		20,919	.0105	3,487	.0104	83	83	5,489	2,314	2,408	752	864	3,298	2,030	2,017	384
Antigo		17,239	.0086		.0064	108	146	4,561	1,355	2,242	752	814	2,598	1,615	1,683	329
Lincoln		24,795	.0123	3,815	.0109	84	95	6,233	2,679	1,576	582	648	5,510	2,433	2,535	683
Merrill		15,935			.0055	106	154	4,224		1,080	369	415	3,851	1,226	1,631	398
Manitowec	233	78,440		3,808	.0390	94	95	18,174	7,515	8,752	2,749	4,437	15,121	4,824	7,005	1,212
Two Rivers		58.518	.0292		.0855	110	188	15,097	5.037	7,719	2,597	4,153	11.481	3,313	3,689	1,030
△Manitowoe		44,425			.0191	110	128	11,177		6.148		3,329	9,006			60
△Two Rivers		14,093			.0064	108	119	3,920			- 40-0	824	2,475			43

Careful reading of the explanatory introduction, starting on page 13, will help you make the most profitable use of the Survey of Buying Power data.

Eau Claire is in Chippewa and Eau Claire counties. Watertown is in Dodge and Jefferson counties.

[©] SM, 1958.

SM Standard (A) and Potential (A) Metropolitan County Areas.

Before using these figures read foreword, page 13.

AIM YOUR ADVERTISING at the BUYING CENTER

of Northcentral Wisconsin

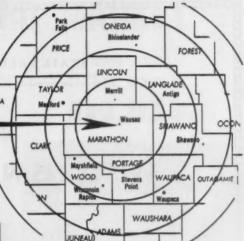
See WISCONSIN'S NEWEST METROPOLITAN AREA
SEE Pages 150, 166 for Summary of Data

# WAUSAU

Wausau has a retail sales activity that is \$2.1 million above total income! Proof of the far-flung drawing power of Wausau stores. Proof of the pulling-power of the Wausau Daily Record-Herald . . . the advertising medium most local merchants use the most.

#### THE WAUSAU DAILY RECORD-HERALD

For more information on "THE WAUSAU STORY" contact this newspaper or BURKE, KUIPERS & MAHONEY.



92 miles from any comparable or larger city. Located in the heart of America's Dairyland and at the gateway to Wisconsin's booming northwoods playground—the Wausau Daily Record-Herald can give your sales message 79% penetration of all Marathon county homes, with an annual income of over \$26 million and 101% coverage of all Wausau homes with an industrial payroll alone of over \$39 million annually.

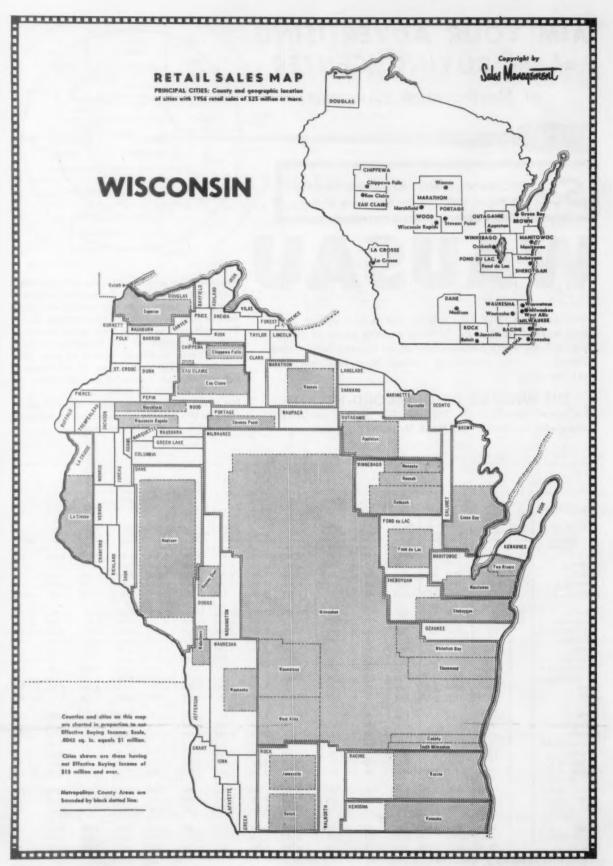
For deep, lasting penetration of your sales story in this booming area—use the medium most local merchants use most.

WISCONSIN	Me-			RET	AIL S	ALES-	SH :	ESTIMA	TES, 1	957		The	"SM" s estimates	ymbols ma by SALES	erk original, MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (3000)	Apparei (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg, Hdwre. (\$000)	Drugs (\$000)
Marathon	276	82,449	.0412	3,539	.0417	84	83	17,994	7,397	10,437	3,096	4,448	16,098	5,790	8,285	1,621
△Wausau		54,157	.0271		.0210	112	144	11,244	3,228	9,288	2,949	3,996	11,598	2,954	4,598	1,31
Marinette		38,019	.0190	3,656	.0173	83	91	9,490	4,591	6,185	1,439	1,179	6,369	3,129	3,569	51
Marinette		23,548	.0118		.0088	105	140	6,378	1,764	5.324	1,349	687	4,349	1.546	1,065	33
Marquette	-	8,788	.0044	3,254	.0043	80	81	2,026	1,158	706	31	46	1,427	763	1,129	15
Milwaukee	91	1,418,326	.7086	4,606	.0883	115	118	331,463	128,541	227,400	84,248	71,679	251,557	123,043	85,943	41.09
▲Milwaukee	7.0	1,120,493	.5598		.5132	117	127	245,897	106,323	216,878	72,849	65,187	192,061	61,910	47,493	31,78
West Allis		132,734	.0663		.0503	128	169	30,005	8,646	5,647	3,329	2,175	28,411	44,265	3,658	2,35
Wauwatosa		57,145	.0285		.0416	126	87	17,951	3,294	878	3,348	1,349	10,821	4,986	9,441	2,44
Cudahy		15,031	.0075	10	.0090	95	79	4,712	1,941	629	441	210	2,837	1.527	1,346	22
Shorewood		19,876	.0099		.0150	144	95	9.134	514	292	981	303	3,481	2,489	337	1.72
South Milwaukee		19,687	.0098		.0100	106	104	5,367	1,877	650	567	708	6,428	1.549	736	54
Whitefish Bay		15,432	.0077		.0148	136	71	7,047	67	339	1.886	581	1,282	1.251	416	1,32
Monroe		31,880	.0159	3,707	.0148	78	84	7,466	3,428	2,398	1,062	1,129	4,545	3,199	4,292	78
Oconto		22,782		3,121	.0111	74	77	4,381	2,747	2,059	767	880	4,185	2,265		37
Oneida		32,030	.0160	4,781	.0123	96	125	8,611	3,699	2,727	1,963	1,678	5,739	3,085	2,697	88
Rhinelander		20,348	.0102		.0064	121	192	5,602	1,424	2,205	1,583	1,536	3,642	1,767	1,284	55
Outagamie	175	118,234	.0580	4,540	.0528	90	108	25,373	7,371	16,513	5,099	8,155	21,833	7,190	10,993	2,86
Menasha		118,544	.0568		.0510	110	121	26,878	6.997	16.015	6,056	9.856	17,958	6.743	10,934	2,81
△Appleton		77,497	.0387		.0321	118	142	17,261	4.021	14,263	4,481	7,161	12,914	3,565	1	1.84
Oztokeo		35,500	.0178	4,612	.0167	106	113	6,596	4,755	1,501	553	1,398	9,522			76
Pepin		9,562	.0048	4,553	.0038	86	100	1,684	875	209	268	243	2,313	800	2,179	27
Pierce		25,541	.0127	4,120	.0111	89	102	4,403	2,414	1,074	408	790	5,772	1,895	2,952	57
Polk		26,131	.0131	3,531	.0117	82	92	3,819	2,004	2,371	451	356	5,612	2,322	5,483	69
Pertage		33,581	.0167	3,572	.0177	85	80	7,969	3,414		2,480	2,066	6,653			1,14
Stevens Point		25,826		1	.0110	107	125	6,227	2,137	2,391	2,412	2,027	6,271	1,737		1,07
Price		15,407	.0077	3,349	.0071	79	86	3,724	1,588	907	710	699	3,977	1,208	1,750	38

SM Standard (4) and Potential (A) Metropolitan County Areas.

© SM, 1958.

Before using these figures read foreword, page 13.



# WISCONSIN'S THIRD MARKET

Racine Metropolitan County ranks 3rd* in

Population 124,200

Total Effect	tive Buying Income	\$246,940,000
Per Capita	Effective Buying Income	\$1,988 \$6,656
Food Sales	old Effective Buying Income	\$39.837.000
Automotive	Sales	\$27,847,000
Drug Sales		\$5,329,000

#### COVERAGE

TOT. COUNTY PAPER Journal-Times 93.2% 85.6%

Chicago Tribune ... Milwaukee Sentinel Milwaukee Journal

Coverage figured from latest ABC Audit Reports

NEW ABC CITY ZONE

110,853

The RACINE JOURNAL-TIMES and Sundan Bulletin

Represented Nationally by the ALLEN KLAPP COMPANY

WISCONSIN	Ma-			RET	AIL S	ALES-	SM E	STIMA	TE8, 1	957					rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	index of Sales Production	Feed (\$960)	Eating & Drink. Places (\$800)	General Mdss. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bldg. Hdwre. (\$000)	Drugs (\$900)
Racine	114	156,574	.0783	4,229	.0793	110	198	39,837	12,017	12,890	8,437	9,539	27,847	12,050	15,162	5,32
ARacine		113,604	.0568		.0562	117	118	20,212	8,307	10.042	7,232	8,133	21.674	8,937	6,709	4.02
Burlington	-	24,319	.0121		.0058	200	417	4,883	1,151	1,780	1,170	1,052	4,065	1,508	8,978	36
Richland		20,749	.0103	3,842	.0094	81	89	4.034	1,196	1,732	478	789	4.466	1.007	3,672	43
Richland Center		16,018	.0080		.0043	143	267	3,126	522	1,403	478	745	3,569	1.048	2,300	35
Rock	181	137,782	.0688	4,200	.0888	106	110	28,723	11,120	15,290	7.727	8,345	26,806	8,001	13,761	3,55
△Beloit		87,752	.0289		.0246	121	142	12,562	3,661	6,773	4,046	4,255	12,045	3,533	4,951	1,80
△Janesville		50,242	.0251		.0213	122	143	10,943	3,867	6,927	2,897	3,249	9.517	3,360	3.863	1,23
Rusk		12,256	.0062	2,724	.0070	74	66	2,365	1,691	1,768	155	415	2,428	842	1,785	27
St. Creix		29,039	.0145	3.676	.0139	87	91	5,900	3,806	1,813	592	478	5,439	1.840	5,129	75
Sauk		45,961	.0229	4.087	.0205	91	102	9.931	5.256	3,682	1.141	1.913	9,402	3,330	5,450	97
Baraboo		16,192	.0081		.0056	122	176	4,133	1,178	1,406	663	1.040	3,631	1,273	1,809	32
Sawyer		10,291	.0052	3,549	.0045	80	93	2,817	1,168	1,073	124	263	1,969		999	27
Shawano		30,982	.0155	3,227	.0160	77	75	6,271	3,258	4,353	715	1,190	5,866	1.944	4,611	55
Shawano		16,143	.0081	,	.0051	128	203	3,658	1,201	1,853	617	740	3,120		2,336	38

**WRJN SELLS** 

TO RACINE COUNTY WOMEN

EFFECTIVE BUYING INCOME

> METRO, AREA 35,630 RADIO HOMES

(RACINE COUNTY FAMILIES - 37.100

ABC and WISCONSIN NETWORKS RACINE WISCONSIN REPRESENTED by THE WALKER CO.

MAY 10, 1958

4



# 4" LARGEST CIRCULATION

# in Wisconsin Metropolitan Markets

124th in U.S. in Per Family Retail Sales 95th in U.S. in Per Family Income

PLUS

Retail Trading Zone with 195,247 Population— \$339 Million Effective Buying Income

The big B-J Newspaper Combination is 4th in Wisconsin in circulation—Gives you 100.9% coverage of Rock County.

Rock County population (Beloit-Janesville)—108,000 Retail sales—\$137,762,000 (6th in Wis., 184th in U.S.) Per family retail sales—\$4,200 (7th in Wis., 124th in U.S.) Number of families—32,800

WISCONSIN

B-J Combination county circulation—27,897 (100.9% coverage)

### **Retail Trading Zone**

Number of families—57,349 B-| Combination circulation—43,530 (75.9% coverage)

SOURCE: 1958 SURVEY OF BUYING POWER

#### **AREA INDUSTRY**

Fisher Body Divisions of General Motors, Fairbanks, Morse & Co., Parker Pen Co., Beloit Iron Works (major manufacturer of paper-making machinery), Freeman Shoe Corp., plus machine tool, metal-working and other processing plants.

# P. T. Brewer, Gen. Adv. Mgr. Beloit, Wis. • EMerson 5-8811

# JANESVILLE GAZETTE

Geo. W. Gressman, Adv. Dir. Janesville, Wis. • PLeasant 4-3311

WISCONSIN	Mo-			RET	AIL S	ALES-	SH	ESTIMA	TES, 1	957					rk original, MANAGE	
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Held. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Food (3000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Lumber- Bidg. Hdwre. (\$000)	Drugs (\$000)
Shebeygan	200	98,513	.0492	3,703	.0502	98	96	22,997	8,577	18,977	3,085	4,237	15,376	7,597	10,104	2,306
△Sheboygan		69,266	.0346		.0297	113	131	16,466	5,708	14,829	2,783	3,117	10,155	8,476	5,126	1,792
Taylor		13,303	.0066	2,830	.0072	70	04	3,005	1,044	602	507	497	2,477	1,278	1,788	246
Trempealeau		23,308	.0117	3,428	.0107	78	82	4,129	2,354	2,213	312	973	3,978	2,064	3,880	431
Vornon		20,816	.0104	2,813	.0110	73	89	4,774	1,659	1,327	1,013	763	2,778	2,121	3,419	595
Vilas		14,488	.0072	4,986	.0053	90	122	4,092	2,322	930	361	282	2,317	1,192	1,625	263
Walworth		70,192	.0350	4,679	.0293	104	124	15,030	8,250	4,392	2,027	2,039	16,252	5,744	9,632	1,775
Washburn		14,887	.0075	4,652	.0056	88	117	2,599	1,482	1,414	306	363	4,482	1,548	1,609	419
Washington		44,573	.0223	4,327	.0204	87	106	10,444	5,490	3,819	1,294	2,458	6,341	3,658	6,209	727
West Bend		17,257	.0086		.0062	129	179	3,975	2,225	1,934	735	997	2,972	1,343	1,129	271
Waukesha	91	120,788	.0603	3,431	.0894	95	83	20,817	11,458	6,311	4,287	4,322	27,588	10,275	15,132	3,511
Waukesha		46,028	.0230		.0171	137	170	11,819	2,881	3,319	2,579	1,939	11,918	3,018		1,302
Oconomowoe		16,201	.0081		.0049	136	225	4,518	1,281	774	720	859	3,404	1,403	1,576	596
Waup ica		38,392	.0192			85	92	7,653	3,468	2,832	1,494	1,670	7,911	3,309	5,705	886
Waushara	-	16,599	.0083	3,952	.0064	79	102	2,617	1,583	1,080	288	566	4,915	1,881	2,792	279
Winnebage	248	117,886	.0588	3,878	.0585	98	98	27,828	11,234	19,404	5,002	7,000	17,389	7,888	9,392	2,891
△Oshkosh  See Appleton- Neenah-Menasks		71,149	.0355		.0292	111	184	15,690	5,660	16,624	3,518	4,074	11,444	4,094	2,836	1,820
Noenah		21.387	.0107		.0110	108	108	6,819	1.325	1,222	1.032	1,539	3,336	948	2,911	622
Menasha		13,658	.0068		.0000	89	76	3,798	1,651	530	543	1,156	1,706	2,230		353
Wood		05,883	.0328	4,232	.0301	92	101	14,068	5.051	7,888	2.183	3,361	13,067	5,598		1,863
Marshfield		36,676	.0133	, , ,	.0005	113	158	5,135	1.750	3,938	1,246	1.516	5,693	2,214		850
Wisconsin Rapids		25,917	.0120		.0108	114	140	6,532	1,742	3,539	853	1,153	5,020	2,076		800
Total Above Cities		3,104,964	1.5511		1.3617	118	134	718,141	252,564	450,041	191,836	175,592	573,037	234,935	198,437	91,540
State Total		4,587,504	2.2788	4,110	2.1993	89	103	1,020,049	427,180	552,240	220,391	217,864	844,771	382,089	425,439	121,251

SM Standard (A) and Potential ( $\Delta$ ) Metropolitan County Areas.

C SM, 1958.

Before using these figures read foreword, page 13.

WISCONSIN	Me-			RET	TAIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" sy estimates	ymbols ma by SALES	rk original, MANAGE	MENT.
METRO. AREAS	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hisid. Retail Sales	Buying Power Index	Quality Index	Index of Sales Production	Feed (\$000)	Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg. Hdwre. (\$000)	Drugs (\$000)
△Appleton	175	116,234	.0580	4,540	.0528	99	108	25,373	7,371	16,513	5,099	8,155	21,833	7,190	10,993	2,86
△Beleit-Janesville	181	137,762	.0688	4,200	.0688	106	110	28,723	11,120	15,290	7,727	8,345	26,806	8,891	13,761	3,55
Duluth-Superior	43	327,847	.1636	3,918	.1564	99	103	84,342	25,352	46,868	21,137	16,919	62,025	23,202	16,740	9,40
△ Eau Claire	201	121,028	.0604	4,034	.0589	92	97	22,805	9,619	17,814	9,282	5,155	22,948	10,166	9,903	2,82
Green Bay	57	149,821	.0747	4,938	.0654	101	116	37,583	12,984	21,274	9,100	8,580	24,688	8,142	10,315	3,48
Konosha	73	97,711	.0488	3,744	.0517	103	97	28,891	9,243	7,639	5,804	5,903	16,408	7,533	8,385	3,01
△La Crosse	222	95,367	.0478	4,415	.0438	101	109	20,713	9,134	13,824	6,035	5,083	15,352	6,196	6,765	1,78
Madison	87	256,756	.1283	4,367	.1322	109	106	54,072	22,660	26,277	18,857	13,349	46,414	17,714	28,028	10,50
Two Rivers	233	78,440	.0392	3,808	.0390	94	95	18,174	7,515	8,752	2,749	4,437	15,121	4,824	7,005	1,21
Milwaukee	91	1,539,094	.7889	4,486	.7577	113	114	361,280	139,997	233,711	88,535	76,001	279,123	133,318	81,075	44,60
△Oshkosh	248	117,886	.0588	3,878	.0585	98	98	27,828	11,234	19,404	5,092	7,000	17,389	7,888	9,392	2,89
Racine	114	156,574	.0783	4,220	.0793	110	108	39,837	12,017	12,890	8,437	9,539	27,847	12,060	15,162	5,32
△Shebeygan	269	98,513	.0492	3,703	.0602	98	96	22,997	8,577	16,977	3,085	4,237	15,376	7,597	10,104	2,30
Wausau	278	82,449	.0412	3,539	.0417	84	83	17,894	7,397	10,437	3,096	4,448	16,098	5,790	8,285	1,62
Total Above Areas		3,374,982	1.6858	4,273	1.6524	106	108	788,612	284,220	467,688	194,035	177,151	607,428	260,501	235,913	95,49

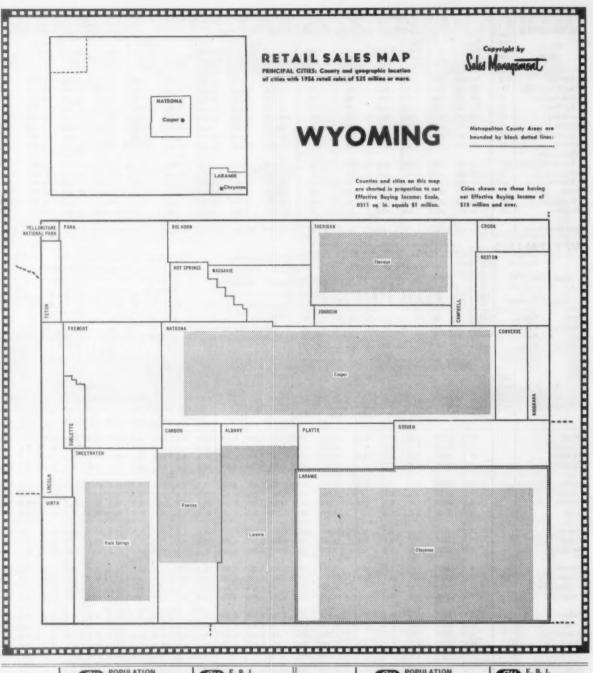
WYOMING — (Other Mountain States: Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah.)

44	770	10.			NUI	MBE	R OF	OUT	TLET	S		
City	County	Pop. (the	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
Casper	.Natrona	35.6	344	40	45	29	24	28	35	53	19	14
Cheyenne	.Laramie	38.1	455	63	77	26	54	31	37	43	21	14
Cody	.Park	5.2	99	. 9	17	6	7	7	7	11	5	3
Laramie	.Albany	18.7	203	29	44	8	21	13	10	28	12	5

		(3)			NUI	MBE	R OF	OUT	LET	S		
City	County	Pop. (thou	Total Outlets	Food	Eat. & Drink.	Gen'l. Mdse.	Apparel	F-H-A	Auto.	Gas Sta.	L-8-H	Drugs
Rawlins	.Carbon	8.8	118	10	29	6	7	4	10	22	8	6
<b>Rock Springs</b>	Sweetwater	11.7	161	23	45	7	15	5	15	25	2	7
Sheridan	.Sheridan	11.7	208	30	31	16	12	11	18	23	19	8

		0		OPULAT BTIMAT		58	EF BU	FECTIVITYING II	E NCOMI	- 0	SM ES	STIMA	TES, 1	957							
COUNTIES	Me- tro- poli-	water!	~	House-	Con- sumer	Urban		~			Income			Inc	eme B	reakdov	wn of H	louseho	lds		
CITIES	Area	Tetal (thou- sands)	% of U.S.A.	holds (thou- sands)	Spend- ing Units (thous,)	Pep. (thou- sands)	Net Dellars (000)	% of U.S.A.	Per Capita	Per Haid.	Per C. S. U.	\$0-2 % Holds.	OZ.	\$2,500 % Halds.	%	\$4,000 % Hskis.	% Inc.	\$7,000 % Halds.	%	\$10,00 % Hsids	%
Albany		23.0	.0134	6.9	9.8	18.7	44,636	.0150	1,941	6,469	4,549	19.6	5.4	14.3	8.5	43.3	42.3	15.7	23.2	7.1	20.6
Laramie		18.7	.0109	5.2	8.3	- 7	38,179	.0128	2,042	7,342	4,570	15.3	3.9	10.8	6.0	47.7	43.3	18.0	24.7	8.2	22.1
Big Horn		13.3	.0077	3.7	3.7	2.6	17,036	.0057	1,281	4,604	4,544	24.9	8.1	23.0	16.3	38.1	44.1	9.8	17.1	4.2	14.4
Campbell		4.1	.0024	1.3	1.3		6,247	.0021	1,524	4,805	4,580	25.8	8.1	27.8	10.3	32.6	36.9	7.4	12.6	6.7	23.1
Carbon		17,1	.0099	5.2	6.4	8.8	32,914	.0110	1,925	6,330	5,135	13.2	3.4	14.2	8.1	47.6	43.8	17.8	24.8	7.2	19.9
Rawlins		8.8	.0051	2.8	3.0		16,945	.0057	1,926	6,052	5,487	14.0	3.6	14.6	8.1	45.2	41.3	18.5	25.6	7.7	21.4
Converse		5.6	.0833	1.6	1.6	2.5	7,820	.0026	1,398	4,888	4,660	23.1	7.2	22.7	15.5	38.1	42.3	11.1	18.6	5.0	16.4
Crook		4.0	.0023	1.2	1.2		5,490	.0019	1,375	4,583	4,482	29.4	9.7	29.7	21.3	26.7	31.2	7.2	12.7	7.0	25.1
Fremont		21.1	.0123	6.2	8.4	8.2	30,286	.0101	1,435	4,835	4.687	24.9	7.8	21.1	14.3	37.4	41.4	11.2	18.8	5.4	17.7
Goshen		12.8	.0074	3.7	3.9		19,304	.0065			4,858	27.5	8.1	24.7	16.0	28.8	30.3	9.9	15.7	9.1	29.9
Het Springs		5.8	.0034	1.8	275		8,907	.0030		4,948		22.8	7.1		14.3	1	43.8	10.7	17.8	5.2	17.0
Johnson		4.7	.0027	1.4	1.0	2.7	7,274	.0024	1,840	5,198	4,457	31.6	9.9	21.9	14.7	28.7	31.8	9.8	16.4	8.0	27.2
Laramie		60.0			24.9		112,031	.0376		~ ~ ~ ~ ~		21.0	5.8	13.0	7.8	43.5	42.6	15.1	22.4	7.4	
△Cheyenne		38.1					66,762		1,752			18.9	5.3	18.3	11.1	41.8	41.7	14.2	21.5	6.8	
Lincoln		7.9			60000		10,299			4,478	1	23.9	8.1	28.6	21.0	35.7	43.1	8.1	14.8	3.7	
Natrona		44.1	.0257	14.5	16.1	35.6	94,279	.0316	2,138	6,502	5,849	13.1	3.1	13.7	7.2	44.7	38.0	17.8	22.8	10.7	28.9
Casper		35.6		11.7	13.6		80,420					10.9	2.5	12.4	6.3	46.3	38.0	18.9	23.4	11.5	
Niobrara		3.7	.0021	1.1	1.1		4,824					29.2	10.1	21.4	16.0	36.7	45.0	9.3		3.4	
Park		19.2	7,000		6.1		31,438		1,637			19.8	5.7	18.9	11.9	41.7	42.8	13.5	21.0	6.1	
Cody		5.3	.0000				11,714			6,891		12.9	2.9	12.6	6.3	46.5	37.6	18.1	22.2	9.9	31.0
Platte		7.6	.0044	2.4	2.6		11,833	.0040	1,557	4,930	4,433	24.2	7.7	26.1	18.2	36.0	41.0	8.1	13.9	5.6	19.2
Sheridan		19.3	1				28,840				11.	25.5	8.1	22.2	15.1	35.2		10.6	17.7	6.0	
Sheridan		11.7		-		5000	21,419		1,831			22.9	6.4	20.5	12.5	38.1		11.7	17.6	6.8	
Sublette		3.0					4,470			4,967		30.0	9.7	22.3	15.8	31.0		11.0			
Sweetwater		22.5	.0131	6.8	7.5	14.8	38,708	.0123	1.631	5.562	4.855	16.1	4.6	16.5	10.3	49.9	50.8	12.4	19.1	5.1	15.3
Rock Springs		11.7					21,814	20000	1		40.00	15.0	3.9	13.7	7.8	50.4		14.6		6.3	
Teton		2.6	.0015	1			4,147	1				23.3	6.9	29.1	19.0	29.9		9.3			
Uinta		6.8	1000000			3.4	9,637			5,888		18.9	4.7	18.6	11.3	43.5		14.8		6.2	
Washakis		7.9	.0046	2.1	2.5	4.7	12,700	.0042	1.606	6.048	5,010	14.0	3.8	19.8	11.6	44.5	42.6	14.3	20.7	7.4	21.
Weston		7.4	.0043				13,184			5,732		19.1	5.1	20.7		37.9		12.9		9.4	
Yellowstone		1	-			-	,	1	11.00	.,	-,	1		-		-		1		-14	
National Park		.4	.0003	.1	.1		878	.0003	2,195	8,780	5,453	3.0	.8	29.0	15.0	38.0	30.8	22.0	28.2	10.0	25.
Total Above Cities		129.8	.0755	40.7	48.3		257,253	.0863	1,982	6,321	5,326	15.6	4.0	14.9	8.3	44.7	40.6	16.3	22.4	8.5	24.
State Total		323.6	.1802	96.9	113.0	172.1	555,191	1865	1 716	5,730	4,913	20.3	6.7	18.1	11.2	41 0	41.1	13.6	20.4	7.1	21.

V



		SM)	POPULA ESTIMA	TION TES, 1/	1/58	SM	E. B. I. ESTIM	ATES,	1957			SM	POPULA ESTIMA	TION TES, 1/	1/58	SH	E. B. I. ESTIM	ATES,	1957
MYOMING METRO. AREA	Total (theu- sands)	% of U.S.A.	House- hold (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pep. (thou- sands)	Net Dellars (\$000)	% of U.S.A.	Per Cap- ita	Per H'se- hold	METRO. (AREA	Total (thou- sands)	% of U.S.A.	House- held (thou- sands)	Con- sumer Spend- ing Units (thous.)	Urban Pop. (thou- sands)	Net Dellars (\$000)	% ef U.S.A.	Per Cap- ita	Per H'se- hold
△Cheyenne	60.0	.0349	17.1	24.9	38.1	112,031	.0376	1,867	6,552	Total Above Area.	80.0	.0349	17.1	24.9	38.1	112,031	.0376	1,867	6.55

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Before using these figures rend foreword, page 13.

Careful reading of the explanatory introduction, starting on page 13, will help you make the most profitable use of the Survey of Buying Power data.

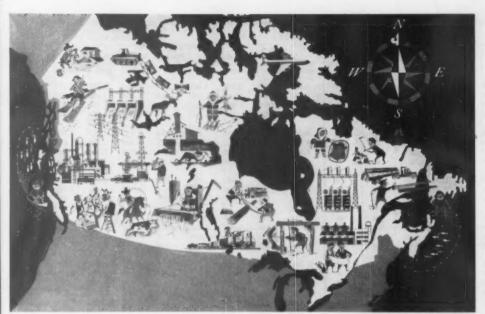
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WYOMING	Me-			RET	AIL S	ALES-	SM E	STIMA	TES, 1	957		The	"SM" sy estimates	mbels man	k original MANAGE	MENT.
COUNTIES CITIES (continued)	tro- poli- tan Area	Total Retail Sales (\$000)	% of U.S.A.	Per Hsid. Retail Sales	Buying Power Index	Quality	Index of Sales Production	Food (\$000)	Eating & Drink. Places (\$000)	General Mdse. (\$000)	Apparel (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Gas Stations (\$000)	Bldg. Hdwre. (\$000)	Drugs (\$000)
Albany		26,948	.0134	3,906	.0141	105	100	6,596	2,899	1,577	1,305	1,094	4,522	3,388	1,914	681
Laramie		25,428	.0127		.0124	114	117	6,300	2,659	1,488	1,305	1,000	4,523	2,988	1,502	68
Big Horn		11,806 7,342	.0058	3,137 5,848	.0061	79 108	75 150	2,633 1,554	378 570	908 156	395 541	399 109	2,585	730 1,219	2,085 782	49 12
	MAG					***	100	4.836	3.220	2.241	880	603	4,000	4.267	1,703	95
Carbon		23,829 17,278		4,583	.0111	112	120 109	3,377	2,309	1.935	810	603	3,437	2,520	1,079	71
Converse		8,404	.0042	5,263	.0032	97	127	1,674	715	. 332	264	120	2,255	1,013	1,205	28
Crook		4,184	.0021	3,487	.0021	91	91	813	325	330			579	667	1,284	6:
Frement		31,607	.0158	5,098	.0122	99	128	8,727	2,432	2,657	730	604	9,917	2,910	3,290	1,01
Goshen		14,355	.0072	3,880	.0069	93	97	3,301	794	786	357	547	2,875	1,456	2,221	503
Hot Springs		8,091	.0040	4,495	.0034	100	118	1,571	875	518	389	112	2,003	786	959	41
Johnson		5,451	.0028	3,894	.0026	96	104	1,310	513	300	270	44	1,298	544	864	19
Laramie	193	71,348	.0356	4,172	.0384	104	102	15,701	6,581	4,985	4,689	4,428	17,268	5,345	5,025	2,39
△Cheyenne		65,664 11,632	.0328	5,057	.0255	115	148 126	14,203	5,817 995	1,098	4,637 275	3,855	16,410 2,921	4,721 1,345	4,295 511	39
		11,032	.0000		.0044	96	120			1,000	215					
Natrona		79,231	.0396	5,484	.0328	128	154	17,203	4,884	7,561	2,813	3,809	24,312	5,773	5,661	2,59
Casper		74,618	.0373		.0288	139	180	15,720	3,444	7,512	2,812	3,765	24,312	4,588	5,428	2,42
Niobrara		4,080 22,486	.0020	3,709	.0018	86 97	95	4,032	1.533	210	115 653	754	850 6,007	590 2,104	2,572	711
Park		11,839	.0059	3,140	.0043	143	197	1,858	800	1,252	431	354	3,664	1,410	823	377
Platte		10,819	.0054	4,508	.0045	102	123	2,085	789	766	38	277	2,289	1,456	930	595
Sheridan		22,711	.0114	3,785	.0105	94	102	4,614	1,822	2,533	986	1,062	5,091	1,954	1,918	713
Sheridan		21,248	.0106		.0081	119	156	4,176	1,403	2,533	966	1,023	5,091	1,714	1,608	713
Sublette		3,197	.0016	3,552	.0016	94	94	634	380	374	131	***	374	349	624	213
Sweetwater		22,339	.0111	3,385	.0121	92	85	5,757	2,965	2,076	821	691	4,185	3,439	656	1,06
Rock Springs		17,398	.0087		.0076	112	128	4,537	1,923	1,464	760	619	4,016	2,207	462 371	818
Teton		6,678 10,055	.0034	8,345 5,915	.0020	103	132	1,655 2,279	1,255	233 654	161 238	183 143	1,398 2,831	1,219	978	34
Washakie		11.848	.0059	5,642	.0047	102	128	2,068	897	507	650	775	2,509	1,274	1.996	411
Weston		8,557	0043	3,720	.0044	102	100	1,605	978	418	320	10	2,294	1,241	658	302
Yelfowstone National Park		6,469	.0033		.0013	433	1,100		640	3,476		38	-	1,296		
							-	***			***		***			
Total Above Cities		233,473	.1166		.0032	123	154	50,171	18,355	20,930	11,721	11,828	61,453	30,148	15,197	8,07
State Total		433,263	.2164	4,471	.1956	104	115	90,748	38,408	37,296	16,961	16,870	104,473	45,220	38,697	14,78
METRO, AREA				RET	AIL S	ALES-	SM E	STIMA	TES, 11	57						
△Cheyenne	193	71,346	.0356	4,172	.0384	104	102	15,701	6,581	4,985	4,689	4,428	17,268	5,345	5,025	2,392
Total Above Area		71,348	.0356	4,172	.0364	104	102	15.701	6.581	4.985	4,689	4,428	17,288	5,345	5.025	2,382

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#### **BUSINESS ANNUALS**

Business Year Book
Survey of Industrials
Survey of Mines
Survey of Oils
Directory of Directors
Canadian Hardware Directory
Canadian Missiles & Rockets
The National List of Advertisers
Materials Handling Handbook
Municipal Reference Manual
& Purchasing Guide

#### OTHER SERVICES

The Financial Post Corporation Service Canadian Press Clipping Service Commercial Printing Division

# 1957 Gains Taper Off for Both the U.S. and Canada

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Allert Bright to a little and a little and	1957 o	ver 1956	1956 ov	er 1955
the law and the ballocunt	Canada	U.S.	Canada	U.S.
Gross National Product	+ 3.6	+ 4.8	+11.2	+ 5.9
Index of Industrial Output	No Change	No Change	+ 7.0	+ 2.9
Disposable Income	+ 5.1	+ 4.7	+ 9.4	+ 6.3
Labor Income	+ 7.6	+ 5.1	+11.5	+ 7.0
Consumer Price Index	+ 3.2	+ 3.4	+ 1.5	+ 1.5
Retail Sales	+ 4.1	+ 5.4	+ 7.4	+ 3.2
Food	+ 9.4	+ 8.0	+ 7.2	+ 5.3
General Merchandise	+ 3.7	+ 1.9	+ 7.5	+ 3.3
Furniture, Appliances, etc.	- 1.2	- 0.8	+ 6.6	+ 6.1
Auto	- 2.0	+ 6.8	+ 7.0	- 5.5
Drug	+10.2	+ 9.5	+ 5.4	+10.4

# Canadian Survey of Buying Power

The year 1957 was for Canada, as it was for the United States, one in which economic activity again hit peak levels, although the rates of gain fell off considerably from those of preceding years. This slow-up in growth rates is clearly temporary, for the basis exists in Canada for huge further expansions. For example, we show a Canadian population total for January 1, 1958 of 16.9 million, an increase of nearly 4% over our January 1, 1957 total of 16.2 million. This compares with the United States annual gain of 1.5%.

This population gain, the largest in Canadian history, reflects in addition to a natural increase of 300,000 persons a huge immigration which has added to the Canadian labor force about 100,000 able-bodied family heads whose productivity and demand for consumer goods are at peak levels. While temporarily, this increase in the labor force tends to accentuate unemployment totals, there can be no question about the favorable effects on the Canadian economy when these immigrants are all absorbed into the country's economic structure.

Capital investment in Canadian industry, which has sparked the Canadian boom since the end of World War II, continues at high levels, absorbing about one-fifth of Canada's total output. While investment in Canada tapered off during the year, as evidenced by the decline in the premium on the Canadian dollar visa-vis the U. S. dollar, the share of United States investors in Canadian industry is at all time peak levels, and has helped Canada achieve its rank as the sixth manufacturing country, following the United States, Great Britain, Russia, Germany and France.

American investors' interest in the Canadian market is paralleled by a growing interest on the part of American manufacturers in Canadian consumers, particularly through the setting up of subsidiary product and distribution facilities.

We therefore take great pains to make our Canadian Survey of Buying Power as useful as possible to both our Canadian subscribers and our American subscribers now operating in Canada (with or without a Canadian manufacturing or assembling plant). In it they will find the same yardsticks of market measurement which Sales Management has been making available for the United States markets since 1929.

As in the past we have benefited from consultation with various statisticians and officials of the Dominion Bureau of Statistics on the accuracy of our estimates for all of Canada and the provinces particularly, and in some instances on our estimates for county and metropolitan areas. In this connection, our special thanks go to J. L. Forsyth, Acting Director of the Census Division; F. H. McCoy, Information Services Division; J. C. Brearley, Asst. Chief, Merchandising and Services Section; and S. A. Goldberg, Director of the Research and Development Division, all of the Dominion Bureau of Statistics.

#### **Population Estimates**

Our estimates of households for Canada follow the United States Census Bureau definition of the "private household". It thus includes all the persons who occupy a house, an apartment, or other group of rooms, or a room that constitutes "separate living quarters." It includes the related family members, and also the unrelated persons, if any, such as lodgers, servants or hired hands, who share the living quarters—also a person living alone, or a group of unrelated persons sharing the same living accommodations as partners.

With one exception, the civil units in Canada are the same as those in the U. S. A., the exception being in Manitoba, Saskatchewan, Alberta and British Columbia, where there are no county names. Instead, each province is divided into divisions, which are synonymous with counties, and readers who wish to prepare market maps of these provinces should request detailed outline maps from the Dominion Bureau of Statistics, Ottawa, Ontario.

However, in the new 1956 Census of Population, results of which have been incorporated here, the D.B.S. revised the definition of divisions in Alberta and cut the number down from 17 to 15. We have made use of the new population estimates in Alberta, but present them in terms of the old 17 division breakdown, in order to preserve comparability with our retail sales data, available only on the basis of the old breakdown.

#### Results of the 1956 Census of Population

The recent Census of Population, relating to June 1956, revealed a few surprises, though confirming the most important fact of an annual gain of 3% since 1951, about twice as great as the comparable U. S. gain. The provinces of Ontario, Alberta, British Columbia and Newfoundland had gains in excess of the Canadian average, with the Maritime Provinces. Manitoba and Saskatchewan falling behind. The SALES MANAGEMENT estimates published in our 1956 Survey reflected these differential gains, but we badly overestimated the gain in Prince Edward Island (which remained practically stationary) and understated somewhat the growth in Alberta and British Columbia. It should be noted, however, that our estimates relate to January 1, 1956 while those of the D.B.S. relate to June, 1956.

Canada, despite its vast geographic size, has a far more concentrated population than the U. S. A., and this cuts the cost of sales and advertising. Sales organizations that want to do an intensive local advertising and promotion job can concentrate in Canada's 88 largest cities, which account for 70% of the retail sales volume; whereas in the U. S. A. the 502 largest cities account for only 62% of the retail sales.

Counties are listed in alphabetical order in provinces, and cities are indented under the counties of which they are a part, with city figures shown in contrasting light-face type. Because part of Canada is French-speaking, a column is provided under "Population" for the percentage of population (according to the 1951 Census) which is French-speaking, i.e., persons speaking French only, or French and English. Many marketing authorities argue that the two groups should be added together and con-

sidered as the segment of the population which can be reached most effectively by use of the French language.

On the other hand, there is a danger that these figures may overemphasize the French language since for many French-speaking persons English represents the primary tongue. For example, while three-quarters of the Montreal population is listed as speaking French in the above definition, the Montreal post office, breaking down households according to information gleaned by mail carriers as to which is the "first language", concludes that 59% of homes in Montreal are French, and 41% are English.

## Net Effective Buying Income

The first column under this heading shows in thousands of dollars the Net Effective Buying Income (after payment of income taxes) from all sources such as salaries, wages, dividends and entrepreneurial income, including farm income.

The Dominion Bureau of Statistics provided Sales Management with estimates of personal income for 1956 (before taxes) for Canada and the provinces (including Newfoundland). These estimates were then projected to 1957 and the results distributed among the various counties and cities according to a formula devised for estimating income for similar United States civil divisions. (See introduction to U. S. Survey).

The county and city figures—just as in the case of similar figures for population and retail sales—are further refined to show percent of Canada. Still further refinements are the per capita and per household income figures, straight arithmetical computation derived by dividing total net Effective Buying Income by the number of inhabitants and the number of households.

# Comparison of S. M. and Census Population, By Provinces

	D.B.S. 1951	D.B.S. 1956 (Thousands)	S.M. 1/1/1956	% Errer	D.B.S. % Change 1956 Over 1961
Prince Edward Island	98.5	99.3	110.6	+11.4	+ 0.8
Neva Scetla	642.6	894.7	605.1	+ 0.1	+ 8.1
New Brunswick	515.7	884.8	569.1	+ 2.6	+ 7.8
Ouebec	4,088.7	4,628.4	4,634.3	+ 0.1	+14.1
Ontarie	4,887.5	5,404.9	5,306.8	- 1.8	-117.6
Manitoba	778.5	850.0	868.5	+ 2.2	+ 9.5
Saskatchewan	831.7	880.7	912.6	+ 3.6	+ 8.9
Alberta	939.5	1,123.1	1,090.8	- 2.8	+19.5
British Columbia	1,186.2	1,398.5	1,338.5	- 4.3	+20.0
Newfoundland	361.4	415.1	423.5	+ 2.0	+14.9
Total, All Provinces	13,984.3	16,049.3	15,949.9	- 0.6	+14.8

# What should 15 years have done to your advertising budget?

This new booklet
gives helpful yardsticks
for assessing
your advertising spending

We all know the general trend. Media rates—up. Circulations—mostly up. Population—personal income—up. The budgeting problem is that these factors are all changing at different rates.

How many more advertising dollars, then, are necessary just to maintain the number of advertising impressions that you bought in years past? What further increases would be needed to keep pace with Canada's soaring market potential?

J. Walter Thompson Company Limited has just prepared a booklet which helps to answer these questions. "What has happened to the Advertising Dollar?" traces a sample advertising budget over a 15-year period, showing the revisions that would have been required to attain various advertising targets. And if you wish to do more figuring in the light of your particular advertising situation, this booklet summarizes in handy form many of the trends that you will want to take into account.

If you are at all concerned with advertising spending, you'll find this a concise and valuable report. For reference use... or even for one quick, informative reading... send for your free copy today. All you have to do is mail the coupon.



Besides sample budget revisions, this new booklet includes clear, graphical summaries of Canadian trends in family growth; the value of the dollar; personal income; advertising competition; and the cost of reaching people by radio, newspaper, weekend and magazine advertising.

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WR	ITE	FOR	YOUR	FREE	COPY	TODAY

#### Retail Sales

The estimates of retail sales for Canada are projections of the latest (1951) DBS Census of Retail Trade results, based on trends in bank debits, population and income, adjusted to annual totals for provinces supplied by the Merchandising and Service Section of DBS. For the sake of comparison with corresponding data for the United States we have made some slight modifications of DBS definitions of retailing. We have omitted garages (classified as a service in the U. S. definitions), deducted eating and drinking places from the DBS "food" group and filling stations from the DBS "automotive" group. Accordingly, we list the official definitions of retail trade outlets, according to the United States Census Bureau, to which our Canadian estimates are now adjusted:

The Food Store group includes grocery stores (without meats), combination grocery and meat stores, dairy products, meat markets, fish markets, candy and nut stores, confectionery stores, delicatessen stores, fruit and vegetable stores, bakeries and caterers, egg and poultry dealers, and "other" food stores.

The General Merchandise stores include department stores, dry goods stores, general merchandise stores with food, general merchandise stores (others), variety stores.

The Furniture - Household - Appliance group includes furniture stores, floor covering stores, drapery-curtain-upholstery stores, china-glassware-metalware stores, interior decorators, antique shops, other home furnishing stores, household appliance dealers, radio-household appliance stores, radio stores, radio-musical instrument stores.

The Automotive group includes dealers handling both new and used autos and trucks, tire, battery and accessory dealers, and outlets handling the sales of new and used motorcycles, boats, etc.

Drug stores include those with and without fountains and proprietary stores without prescription departments.

General merchandise sales, it should be noted, include catalogue sales of mail order houses such as those in Montreal and Quebec, whose sales are made to residents of outlying areas but must of necessity be credited to the cities in which the mail-order houses are located.

The first column under retail sales is "Dollars in Thousands," followed by "% of Canada." Similar percentage figures are given for population and Effective Buying Income, so that users of the Survey can see at a glance both the quantity (dollars) and the quality (percentage) factors of a given county or city.

#### Retail Sales— Comparisons of Survey and Canadian Census Data

The release of the results of the 1951 Canadian Census of Population and Retail Sales gave us the first chance in ten years to check the accuracy of Survey data. The Census results underlined two points:

First, the magnitude and rapidity

First, the magnitude and rapidity of Canadian expansion since 1941, which SALES MANAGEMENT has taken great pains to emphasize, has exceeded that of the United States in

the same years.

Second, despite the lack in Canada of the complete and detailed statistical reporting available for the states, counties and cities of the United States, the Survey of Buying Power estimates of population and retail sales for Canadian areas have proved to be sufficiently accurate to allow marketing men both here and in Canada to appraise intelligently the potentials of many new and rapidly

#### The Sharp Contrasts

growing markets.

In the period 1941-1951, a decade of unprecedented advance for the United States economy, when population rose 15% and retail sales increased by 177%, the corresponding Canadian population gain was 22% and the gain in retail sales 210%.

In 1947 Sales Management began its Canadian Survey of Buying Power in response to a growing need for current marketing data on Canada that had been intensified by the tremendous economic strides made by Canada during WW II. The latest Canadian Census had been taken in 1941, and the next one was not to be taken until 1952, covering the year 1951, but with no results available until 1953. The paucity of postwar benchmarks presented a challenge to Sales Management, but the know-how and techniques developed on the U. S. A. section were applied to Canada.

How close to the truth were the SALES MANAGEMENT estimates for Canada? Seven years ago, in the May, 1951 Survey of Buying Power, Canadian population (including the newly added province of Newfoundland), was estimated at 14.0 million as of January 1 of that year. The Census

yielded the same figure, but it was not released till two years later.

In the 1952 Survey, total Canadian retail sales for the year 1951 were estimated at \$10,425 million. This proved to be within 2% of the Census figure released 18 months later. The correspondence is actually closer, for the Dominion Bureau of Statistics' definition of retail sales differs slightly from that of the United States Bureau of the Census, to which all Survey estimates are geared, in that garages are included, although the United States practice is to regard garages as belonging to the service trades. Deducting \$136 million for such outlets brings the Canadian Census figure down to \$10.518 million-so that the Survey estimate actually erred by only nine-tenths of one percent! Readers may recall a similar instance in 1951 when the 1948 United States Retail Trade Census reported a national total of \$130,527.3 million, as against the SALES MANAGEMENT estimate, published over two years previously, of \$130,557.3 million, an "error" of two hundredths of one percent! SALES MANAGEMENT'S research men would have been more than satisfied to come within three percent of the truth. The same result was achieved with the 1954 Census of Retail Trade, which came up with a United States total of \$170.0 billion, as against the SALES MANAGEMENT estimate of \$170.0 billion published 18 months in advance of the Census.

#### How to Verify Accuracy

Actually, the best way to evaluate the accuracy of the Survey estimates, which are annual projections from a previous Census benchmark, is to divide the total error by the number of years between Censuses, for each succeeding year introduces an opportunity for error, which cumulates over the entire period. By and large, the Survey estimators hope to keep within a one percent average annual error on all estimates, both for the United States and for Canada. If we maintain an average annual error of one percent, the estimates in this Survey, offering 1957 data, would be six years removed from the Census base, and

therefore subject to a 6% choi.

The change in the structure of retail trade in the period 1941-51 showed some, but not all, of the type of developments reflected in the United States in the same years. As in the United States, the rate of gain for general merchandise stores lagged far behind total retail store sales gains, but, unlike the United States, so did food store sales. General merchandise sales in 1951 accounted for 16.8% of the Canadian total, as against

only 11.9% in the United States. The explanation in part reflects the somewhat greater importance in Canada, of the general country store, which is included in general merchandise. This is borne out by the fact that the Canadian food store group only accounts for 21.6% of total sales, as against 24.1% in the United States.

The Survey can at best point in the right direction and indicate approxi-

mate size of target.

The techniques employed to adjust DBS Census data on retail sales to a current basis duplicate in general the methods discussed in detail in the introduction to the U. S. Survey data. Local data on bank debit movement are related to corresponding data on retail trade change. One added advantage not available for the U. S. is the fact that the DBS estimates retail sales for Canadian provinces on a current basis, whereas in the U. S., the Department of Commerce is not required to maintain current retail sales data on a state level.

#### Sales-Advertising Controls

The column labeled "Buying Power Index" is based upon a comparable column in the U. S. A. section which is widely used in setting sales quotas and allocating advertising appropriations.

The column, "Quality Index," is a measure of the purchasing ability of each county and city, as compared with the Dominion. It is constructed by dividing the percent of Canada potential by the percent of Canada population. The Dominion is the base, 100. This column is designed especially for sales and advertising executives who are considering intensive campaigns in a selected list of aboveaverage counties and cities. Those counties and cities which have an index figure markedly higher than the Dominion (100) are likely to be the ones where intensified promotional campaigns should bring the greatest returns, provided, of course, that the percent of Canada potential column shows that they are important also from the standpoint of quantity.

#### Metropolitan Area Definitions for Canada

Marketing men have long been seeking a workable metropolitan area concept for Canada that would help focus attention on the relatively small number of urban areas that account for the bulk of Canada's marketing activity. In connection with the 1951 and 1956 Canadian Census of Population, the Dominion Bureau of Statistics has taken a step in this direc-

tion by issuing population data for fifteen officially designated "Census Metropolitan Areas."

The Bureau confined itself to 15 of the larger cities of Canada which have well-defined satellite communities in close economic, geographic and social relationship to the city proper. Population data are available for these areas not only for 1956, 1951 but also for 1941.

The DBS also has established analogous "metropolitan" area definitions for an additional nineteen cities for which "there are adjacent areas with urban characteristics and in which the population of the central city is over 25,000." Unfortunately, the DBS omitted from its designation of these additional urban areas the cities of Regina and Saskatoon, both of which have populations over 50,000, on the grounds that these cities "did not have well-defined satellite commu-nities." Nevertheless, any listing of Canadian metropolitan areas would certainly be incomplete without these two cities, so we have included them in our tabulation of metropolitan area.

We present here two metropolitan area tables, one for the 15 areas defined by DBS and one for 32 areas defined by SALES MANAGEMENT on county lines, which we frankly prefer

on two grounds.

For one thing it gives recognition to 17 areas not recognized by DBS. For another, it eliminates a more fundamental problem in the use of the DBS so-called "metropolitan city" definitions, which American marketing men can comment upon out of

their own experience.

The definitions of the boundaries of the satellite areas follow a population density contour, and therefore cut across corporate, municipal and county lines. These definitions are similar in concept to the "metropolitan districts" of the 1940 United States Census, which were composed of minor civil divisions in and around cities of more than 50,000 inhabitants, having a population density of 150 persons per square mile.

In making up these districts, it was sometimes decided to include a few less densely populated civil divisions on the basis of special qualifications. In other cases, only a portion of a minor civil division was included if the division had a large area and the principal concentration of population was in a small section in or near the central city, with the more remote sections being sparsely settled. In such cases, the unit considered was not the minor civil division, but component enumeration districts.

A metropolitan district was thus not a political unit, but rather an area including all of the thickly settled territory in or around a city or group of cities, and it tended to be a more or less integrated area with common economic, social, and often, but not always, administrative interests.

However, it was this lack of administrative interests that proved to be the Achilles heel of the definition. In the years since the 1940 metropolitan districts were established, there has been very little, if any, major marketing use made of these district definitions. The reason is that the boundary definitions were so complicated and detailed that it proved impossible to secure sales data for these areas without investing a huge research effort. Consequently, these essentially unworkable metropolitan district definitions were soon scrapped and replaced by a metropolitan county area concept, which, in the United States, has proved to be quite successful.

The general concept adopted is one of an integrated economic unit with a large volume of daily travel and communication between the central city and outlying parts of the area.

The application of these principles has finally yielded 168 metropolitan areas in the U. S. defined along county lines, which have been enthusiastically and universally accepted by marketing experts, distributors, advertising agencies, manufacturers, etc. . . . for the comparison of sales performance in the U. S. key markets.

Now, in passing over from the metropolitan district concept to the metropolitan county concept, it was frequently found necessary to include large land areas, often sparsely settled, which would not really be regarded as urban in character. Yet, it was felt that the distortions introduced in the final data were not great enough to outweigh the advantages growing out of the use of the simple county definition.

Over the past several years, the Sales Management research staff has been consulting with various Canadian marketing experts on the advisability of establishing metropolitan area definitions for Canada that would follow county lines. Enough interest (along with some skepticism) was expressed for us to decide to go ahead. Accordingly, we present our definitions of 32 major Canadian metropolitan areas, defined on county lines.

In only four areas (Montreal, Quebec, Ottawa and Winnipeg) was it necessary to include counties other than the parent county. By and large, with the exception of St. John, N. B., the population totals included in the metropolitan *county* areas are greater than the population totals of the DBS metropolitan areas.

(Continued on page 784)

#### Summary of Data for Metropolitan County Areas

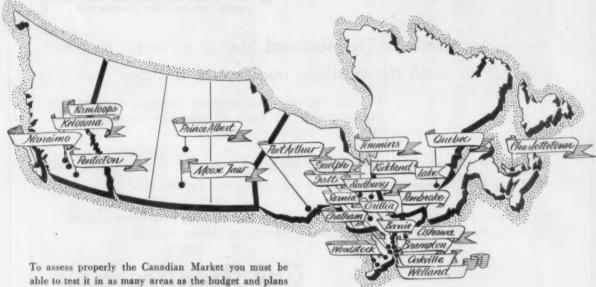
See explanation of definitions, page 779

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AREAS	Total (thou- sands)	% of Canada	% French Speak- ing*	House- holds (thou- sands)	Net Dellars (888)	% of Canada	Per Cap- ita	Per H'se- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdss. (\$600)	Farn House- Appl. (\$000)	Auto- motivo (\$000)	Drug (\$000)	Buying Power Index	Qual ity in- dex
NOVA SCOTIA																		
Halifax (Halifax County).	208.9	1.2370	4.9	47.8	232,005	1.1007	1,113	4,866	162,662	1.1067	3,403	38,658	33,479	6,940	22,401	3,964	1.1298	9
Sydney-Glace Bay (Cape	100.0	-		00.0	400 000				07 000	2004		00 400	10 004	4 400	11 000	1,571	.6331	8
Breton County)	126.1	.7468	3.3	26.9	128,898	. 0000	1,021	4,784	87,805	.09/4	3,264	29,462	12,024	4,529	11,685	1,3/1	.0331	-
NEW BRUNSWICK																		
Moncton (Westmoreland																		
County)	87.8	.5199	43.6	20.4	92,072	.4357	1,049	4,513	72,628	.4941	3,500	14,335	18,691	3,286	11,093	1,618	.4701	9
St. John (St. John																		
County)	84.2	.4906	7.8	21.3	88,946	.4209	1,056	4,176	83,576	.5886	3,924	21,929	10,237	4,878	11,088	2,887	.4806	9
QUEBEC																		
Montreal (Montreal,																		
Jesus Island, Chambly																		
Counties)	1779.8	10.5393	78.4	456.5	2,419,148	11.4473	1,359	5,299	1,788,618	12.0337	3,874	406,639	238,289	83,011	241,394	45,752	11.4416	10
Quebec (Quebec & Levis	-				*******													
Counties)	349.2	2.0679	98.4	73.2	400,024	1.8830	1,146	5,465	261,394	1.7785	3,571	71,187	36,173	11,285	44,401	7,561	1.8836	8
Sherbrooke (Sherbrooke																		
County)	73.6	.4358	88.0	17.2	88,172	.4078	1,171	5,010	57,740	.3929	3,357	18,204	2,477	5,374	9,945	1,451	.4088	
Shawinigan Falls-Trois										100								
Rivieres (St. Maurice	100.1	0004	00.4	99.7	110 104	E020	1,134	5 250	92 902	8221	4 000	23,454	7,951	4,641	13,445	1,453	.5960	9
County)	105.1	.6224	98.4	22.7	119,184	.5639	1,134	3,200	92,903	.6321	4,093	20,909	7,801	4,041	10,440	1,400	.0000	
ONTARIO																		
Brantford (Brant County)	80.4	.4761	2.1	21.8	106,939	.5060	1,330	4,905	75,575	.5142	3,467	16,323	6,035	4,052	11,871	1,451	.5025	10
Fort William-Port Arthur							1						7					
(Thunder Bay County)	130.2	.7710	8.3	31.8	180,578	.8545	1,387	5,679	118,814	.8084	3,736	29,969	23,323	2,677	19,267	2,263	.8240	10
Guelph (Wellington																		
County)	79.4	.4702	1.4	21.2	98,388	.4656	1,239	4,641	68,325	.4649	3,223	14,508	4,804	2,845	11,482	1,559	.4063	9
Hamilton (Wentworth									244 402	0.1000		91 700	20 000	10 000	40 057	0.070	2.3549	11
County)	336.9	1.9950	2.7	88.0	555,346	2.6279	1,648	6,311	314,463	2.1396	3,5/3	71,700	38,999	13,603	46,657	9,878	2.3049	
Kingston (Frontenac County)	81.0	.4797	3.9	20.0	105,058	4971	1 907	5, 253	05,197	.4436	3,200	15,975	6,600	3,695	8,981	1,986	.4778	10
Kitchener (Waterlee	01.0	.4101	9.9	20.0	100,000	.4911	1,007	0,200	00,107		0,200	10,070	0,000	0,000	0,000	1,100		
County)	158.2	.9368	1.9	41.5	212,382	1.0050	1,342	5,118	150,280	1.0225	3,621	30,867	11,220	8,317	23,623	2,829	.9066	10
London (Middlesex																	1	
County)	202.9	1.2015		54.9					199,690			41,928	21,164	12,198	31,502			
Oshawa (Ontario County)	117.3	.0040	2.0	30.3	157,231	.7440	1,340	5,189	112,334	.7643	3,707	28,301	9,105	4,031	20,684	2,672	.7402	10
Ottawa (Carleton County,																		
Ontario & Hull County, Quebec)	415.0	2.4628	47.3	98.4	042 002	3.0460	1 5.00	8 849	328,737	2 2367	3,341	86,386	51,563	11,884	42,759	6,717	2.8865	10
Peterborough (Peter-	410.8	2.4020	41.3	90.4	043,003	3.0100	1,000	0,042	GER, 101	6.6001	0,041		01,000	11,000	42,100	0,111	2.000	, "
barough County)	71.0	.4204	1.7	18.7	92,455	.4378	1,302	4,944	71,514	.4866	3,824	17,432	7,695	3,621	10,042	1,809	.4408	10
St. Catherines (Lincoln									7									
County)	120.9	.7150	3.6	32.1	178,175	.8431	1,474	5,551	105,129	.7153	3,278	28,166	8,900	6,263	17,133			
Sarnia (Lambton County).	96.2	.5897	4.9	26.1	133,323	.6306	1,388	5,106	79,330	.5397	3,039	19,663	8,300	4,854	14,058	1,714	.5913	10
Sault Ste. Marie (Algo-					400 000		4 000		04.440	F70.4	4 400	00.000	0.000	0.040	10.048	2,674	.5881	10
ma County)	89.2	.5262	12.3	20.2	122,885	.0810	1,378	6,083	84,119	.5/29	4,184	28,078	9,990	2,249	10,945	2,014	.0001	10
Sudbury (Sudbury County)	155.6	.0214	40.0	34.5	949 887	1.1828	1 806	7 242	126,008	8874	3,652	37,542	19,209	5,370	18,703	2,396	1.0328	11
Toronto (York County)	1,546.9		1	385.1								A	311,708		263,639			0.00
Windsor (Essex County).	299.0			88.9		2.0834				1.4841			17,351	18,252	29,910			11
***																		
MANITOBA																		
Winnipeg (Division 6													440 400	44 074	AE 057	11 000	2.8929	10
and Division 9)	455.0	2.0043	8.7	120.9	615,648	2.9132	1,363	5,002	439,654	2.9910	3,637	88,355	112,400	14,974	00,23/	11,646	2.0929	10
EXCUATIONAN															100			
BASKATCHEWAN Regina( Division 6)	130.3	.8241	3.8	37.5	192,156	9091	1 370	5,124	180 402	1.2274	4 811	28,272	51,361	4,873	27,496	3,830	.9879	12
Saskatoon (Division 11)	109.2			30.6	0.000			5.700			3,574		17,428		21,780			
The state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the state of the s	10011	10.00	1	-	.,,,,		1						-					
ALBERTA							1	-								100	10000	
Calgary (Division 6)	279.9	1.6574	2.8	77.1	385,310	1.8232	1,377	4,998	364,427	2.4798	4,727	64,936	71,000		85,657			
Edmenten (Division 11)	334.2	1.9790	6.0	83.1	461,683	2.1373	1,352	5,422	352,743	2.4000	4,235	59,083	76,657	13,064	86,924	8,284	2.1845	11
BRIDGE NOT THE																		
MRITISH COLUMBIA	607.0	4 000		233.6	1,266,178	6 4011	1 400	E 400	970 994	6.8627	4 100	171,115	181,442	32,917	195,995	28,515	5.9751	12
Vancouver (Division 4)		4.9026		78.7		1.9780				1.9451								
Victoria (Division 5)	211.0	1.6401	3.0	10.7	417,000	1.0100	1,000	2,000	230,012	1.0131	2,000	301110	27,1079	31230	22,001	-,,,,,		
NEWFOUNDLAND																		
St. John's (Division 1)	432.7	2.562	1.1	85.3	284,525	1.3464	650	3,336	216,139	1.4708	2,534	84,373	91,479	4,703	17,208	2,418	1.6268	0
,			-	-		-	-	-			-						-	-
Total SM Metropolitan																		
County Areas			0 80 1	10 400 #	13,641,384	THE PERMIT	FF 496		- G MAR 084	100 7000	2 010	TTB 000	IN REAL BOX	ATTAC TOTAL	1,459,922		63.0887	

^{*}Includes people speaking both French and English as well as French-speaking only. See page 776.

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#### NEW TEST MARKET SERVICE AVAILABLE IN CANADA



able to test it in as many areas as the budget and plans permit . . . and through the new Thomson Canadian Test Market Service you can obtain a realistic sampling—an economical sampling of several areas by simply selecting 3 or more Thomson newspapers.

Test in 3 or 4 widely spread Thomson Markets at combined rates as low as the price of just one of the other metropolitan test markets.

The Thomson Newspapers offer you your choice from a group of twenty-five active newspapers covering twenty-four diversified markets. These markets, in total and individually, truly represent Canada . . . they lie in different geographic and economic areas . . . they all have growing, vital populations with different tastes and buying habits. From the pulp and paper economy of Nanaimo to agricultural, isolated Prince Edward Island, diversity is the keynote of the Thomson Canadian Test Market Service. And note the low lineage costs.

The Thomson Test Market Service is one of the best ways to demonstrate what newspaper advertising can

do that other media simply can't match. The Thomson newspaper low-cost circulation, blanketing markets from coast to coast, gives you coverage that no other combination of media can at comparable cost.

The Thomson people are prepared to help you in every possible way in solving your Test Campaign problems with almost any special service that may be necessary. You will get the benefit of expert "on-the-spot" market analysis by the local Thomson man, follow-through merchandising service, distribution checks, effective retail co-operation and other services wherever they are needed and wherever it is possible to supply them.

If you require additional information contact our American Representatives, Johnson, Kent, Gavin & Sinding, Inc., 250 Park Avenue, New York 17, N.Y., or any of the Thomson Newspaper Advertising Service Offices.

THOMSON NEWSPAPERS: Barrie Examiner • Brampton Conservator • Charlottetown Guardian-Patriot • Chatham Daily News • Galt Evening Reporter • Guelph Daily Mercury • Kamloops Daily Sentinel • Kelowna Courier • Kirkland Lake Northern Daily News • Moose Jaw Times Herald • Nanaimo Free Press • Oakville-Trafalgar Journal • Orillia Packet & Times • Oshawa Times Gazette • Pembroke Observer • Penticton Herald • Port Arthur News Chronicle • Prince Albert Herald • Quebec Chronicle-Telegraph • Sarnia Observer • Sudbury Daily Star • Timmins Daily Press • Welland Evening Tribune • Woodstock Sentinel Review

#### THE THOMSON NEWSPAPERS ADVERTISING SERVICE

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Montreal: 640 Cathcart St.

Vancouver: 1030 W. Georgia St.

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#### MONTREAL

- Canada's largest urban Market.
- A two-language market of over 1,650,000 population.
- More homes, consumers and more retail outlets than any other Canadian city.

In English Montreal, The Montreal Star is a "must" on your schedule to reach the maximum audience in a Major Market.

The Star delivers near-saturation coverage of Montreal's English market and backs up your advertising with an effective merchandising program.

In 1957, The Montreal Star carried MORE retail, general, classified, automotive, food and department store advertising than any other paper in Montreal's English field.

For the past 6 consecutive years The Montreal Star led all 6-day evening newspapers in North America in volume of General display advertising (Media Records.)

#### The Montreal Star

Represented nationally by O'Mara and Ormsbee Inc.

#### Canadian Metropolitan Areas

DBS Population Density Definitions. See page 779

AREAS	J		ATION TIMAT 1/58	ES	<b>E</b> 2/12	EFFEC BUYING ESTIMA	INC					Marie I	ALES-198				SALE	1.
Aneas	Total (thou- sands)		% French Speak- ing*		Net Dollars (900)	% of Canada	Per Gap- ita	Per H'se- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- held	Food (3000)	General Mdss. (\$000)	Furn Heuse- Appl. (\$000)	Auto- motive (\$600)	Drug (\$000)	Buying Power Index	Quality in- dex
NOVA SCOTIA																		
Halifax	172.1	1.0191	8.5	39.4	197,078	.9326	1,145	5,002	186,878	1.0606	3,958	35,927	32,201	8,931	20,910	3,905	.9883	8
St. John	89.2	.8282	10.3	23.4	93,812	.4439	1,052	4,008	84,679	.5782	3,619	22,703	10,325	4,878	11,114	2,850	.5005	90
Montreal	1,701.0	10 0727	84.7	439.0	2,302,981	10 8978	1 354	5 24B	1,740,858	11.8448	3.966	438,017	236,775	82,738	234,953	45,371	11.0168	100
Quebec		1.9044	I was	88.1					254,726			56,772	35,067	11,252	43,083			
ONTARIO																		
Hamilton	350.7	2.0787	3.1	92.0	578,411	2.7276	1,644	8,285	317,239	2.1585	3,448	74,938	37,616	13,994	47,022	10.261	2.4267	117
London	162.2	,9605	2.3	44.0	245,807	1.1632	1,515	5,587	172,428	1.1732	3,910	37,468	17,712	11,605	26,002	5,558	1.1267	
Ottawa		2,1460	28.7	95.7	576,033	2.7258	1,589	6,019	325,422	2.2142	3,400	84,070	47,854	11,861	44,941	6,851	2.4584	
Toronto	1,452.7	8,6024	2.8	361.0	2,567,465	12.1019	1,760	7,084	1,812,234	12.3304	5,020	364,980	307,433	78,291	249,823	56,678	11.4706	
Windsor,	192.6	1.1405	19.7	51.1	333,319	1.5773	1,731	6,523	167,404	1.1390	3,276	43,738	13,671	14,119	21,080	5,368	1,3585	111
MANITOBA											-							
Winnipeg	421.0	2,4930	8.4	113.8	574,796	2.7199	1,365	5,051	300,212	2.7162	3,506	82,145	107,083	13,852	55,958	11,393	2.8734	10
ALBERTA			1															
Calgary	212.5	1.2583	3.1	60.3	318,457	1.5069	1,499	5,281		1.7970		48,218	54,401	12,328	45,914			
Edmonton	287.6	1.5846	5.8	67.3	373,271	1.7663	1,395	5,548	286,140	1.9409	4,262	49,365	61,022	11,783	53,528	7,033	1.7841	11
BRITISH COLUMBIA																		
Vancouver		4.2044		201.7						5.8734		146,920	185,884	29,863	174,116			
Victoria	133.2	,7886	2.4	40.0	200,847	.8304	1,500	5,021	155,865	1.0091	3,892	29,155	30,888	8,936	27,301	3,205	.9507	12
NEWFOUNDLAND																		
St. John's	80.0	.4737	1.2	15.8	88,927	.3167	837	4,236	94,468	.6428	5,979	21,116	25,544	2,022	11,477	1,886	.4490	
Total DBS Metropolitan												4 500 500	1 400 000	****	1,067,312	100 370	45 7740	-

*Includes people speaking both French and English as well as French-speaking only. See page 776.

O SM, 1958.



# Canada...by Sales, not Miles

% OF CANADA'S 29.80% 10.19% Retail Sales—"Sales Management 1957" Wookend Circulation—Average Not Paid for 1st Quarter 1957 Weekend 1,249,141 73,255 78,993 63,026 -D.B.S. 1956 Consus 245,852 2,026,927 618,719 Legend (15 to 25% coverage) (5 to 15% coverage) Seurces: Families-(25 to 35% coverage) Cover 35% coverage 26 COUNTIES S7 COUNTIES 37 COUNTIES S8 COUNTIES

On this chart we have drawn the 229 counties and census divisions across Canada in size according to retail sales volume based on figures by the Dominion Bureau of Statistics. We have shaded them in accord with the intensity of coverage by Weekend Magazine.

It will be noted that where retail buying is highest Weekend's coverage is greatest. Copies of this chart, size 35" x 22½", either in outline or with Weekenu coverage shown will be mailed free on request to Weekend Magazine or to our representatives, O'Mara & Ormsbee Inc., New York, Chicago, Los Angeles, San Francisco.

1,491,252 net paid circulation 500,000 more than any other magazine

Weekend

the biggest single selling force in Canada

Y

#### In The History of French Farm Publications

La FERME, devoted to essential educational news in the agricultural field, com-bined with home interest, has attained a GUARANTEED CIRCULATION of

To reach MORE FARM FAMILIES, use La FERME, the progressive magazine with the most complete coverage in the French farm field today!

* Have you investigated La FERME's new Combination Plan for complete coverage without duplication?

ONLY \$1.60 A LINE!

- FIRST in total guaranteed circulation.
- FIRST in the quality of readership.
- FIRST with complete freedom from arrears.
- FIRST with the finest in editorial backing.
- FIRST in quality of stock used throughout.
- FIRST with a plan for complete coverage.
- FIRST in value-lowest cost per thousand readers!



909 Mount Royal Ave., E., Montreal, Que. LA 6-3327

ROBERT RAYHAULD, BA, MSA., Editor-Publisher

(Continued from page 779)

The largest divergence occurs with respect to Victoria, for which the county definition (Division 5 in B. C.) covers about twice as many people as are in the DBS definition.

It must be noted that these county definitions are offered with great caution, for there are some problems involved in their use. County lines in Canada are in some cases drawn in a rather misleading way from the standpoint of their use as self-contained market areas. For example, counties in Quebec on the north shore of the St. Lawrence River are long narrow strips, running north of the river. Thus, the county of St. Maurice includes the two separate areas of Shawinigan Falls and Trois Rivieres. Much of the trade in the latter city is

associated with part of Champlain County and Nicolet County across the St. Lawrence. Subsequent examination by Canadian marketing experts might result in the inclusion of Nicolet County along with St. Maurice County as the metropolitan area for the multiple city market of Shawinigan Falls-Trois Rivieres.

Another difficulty is found in the definition of the Winnipeg market as including all of Division 6 (Manitoba), which means the inclusion of nearly 30,000 persons in the rich farming area of the Portage Plains and the Red River Valley. Similar difficulties affect other metropolitan areas where the use of county lines requires departure from a strictly urban concept. Whether or not these departures are considered too large

can be ultimately answered only by Canadian marketing experts. offer these definitions principally to stimulate thinking on the part of Canadians on a vital marketing problem. We can say this, however, that these Canadian county definitions will probably be used by Americans familiar with the usefulness of the concept who wish to assemble Canadian data comparable to that available for the U. S.

#### Typical Applications of the Canadian Survey

The specific uses to which the Canadian Survey is put run parallel to those reported in a recent survey of nearly 800 companies who were asked to tell us how they use the SALES MANAGEMENT Survey of Buying Power, including all sections.

In the order of importance, these various uses are:

- 1. Choosing city markets for more intensive cultivation.
- 2. Fixing quotas of salesmen. 3. Allocation of advertising funds
- between markets. 4. Changing the size of the adver-
- tising budget according to the task to be accomplished.
- 5. Deciding whether or not market potentials justify introducing a new item.
- 6. Dealer promotion-to show them their potentials.
- 7. Deciding on the number of salesmen to be employed. 8. Choice of specific advertising
- media (new) 9. Deciding on location of new sales branches, retail outlets, or factories.
- 10. Changing amounts to be allocated to media previously used.

#### Canadian Farm Cash Income by Province

1955-1957 (Millions)

	Canada Total	Prince Edward Island	Nova Scotia	New Bruns- wick	Quebec	Ontario	Mani- teba	Saskat- chewan	Alberta	British Colum- bia
1967	2,534.8	24.2	45.3	50.1	431.0	745.4	180.2	510.5	422.5	115.7
1966	2,662.1	26.4	44.4	51.4	441.0	749.3	200.2	507.6	433.0	109.9
1966	2,357.1	25.9	42.8	47.8	424.2	749.1	173.5	424.7	365.1	104.0
1957/1956	-4.8	-8.3	+2.0	-2.5	-2.3	-0.5	-0.1	-14.6	- 2.4	+ 5.3
% Change 1957/1955	-1-7.5	-6.6	+5.8	+4.8	+1.6	-0.5	+0.6	+20.2	+15.7	+11.3
1957										
1st Quarter	586.7	5.5	8.9	11.8	81.2	199.1	38.7	109.5	110.2	24.1
2nd Quarter	622.5	8.1	10.2	12.1	115.6	185.2	47.8	149.4	103.3	22.8
3rd Quarter	638.2	5.4	11.4	10.9	117.0	200.0	40.7	110.8	98.9	33.2
4th Quarter	687.4	7.1	14.7	15.6	118.3	191.2	85.9	140.8	110.1	35.6

Source: Cash Income From the Sale of Farm Products-1957 Dominion Bureau of Statistics.

# OXCITING

is the word for the new Star Weekly story



The newest survey in the Star Weekly's continuing studies confirms again that this is Canada's best mass-market buy.

INTENSITY of readership is demonstrated again by the phenomenally high reader traffic through every page of all four sections (PICTURE, MAGAZINE, NOVEL, COMICS.)

ECONOMY in low cost per thousand circulation is made possible by the readers...99.5% of whom pay 15¢ cash every week and cover their full share of publication costs.

CIRCULATION continues to show a healthy trend in

volume and coverage... reaching one out of three English-speaking families, rural and urban, from coast

Call your nearest Star Weekly representative for a factual demonstration of why the Star Weekly is outstandingly Canada's 'first buy'.

#### THE STAR WEEKLY

80 KING STREET WEST, TORONTO, CANADA Montreal advertising office: 1255 University St.

U.S. representative: Ward Griffith Company, Inc., New York, Chicago, Detroit, Atlanta, Boston, San Francisco, Philadelphia, Portland Ore., Charlotte N.C.

MAY 10, 1958

785

#### Summary of All Canadian Data by Provinces

	POPULA M ES 1/	TIMAT	res	#2/TA	EFFEC BUYING ESTIMA	INC	OME . 1957	,			- COURS	ALES—195 ESTIMATE	7				1.
Total (thou- sands)	of	Speak-	House- holds (thou- sands)	Net Dellars (000)	% of Ganada	Per Cap- ita	Per H'se- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Feed (\$000)	General Mdse. (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Qual ity in- dex
99.3	.5880	9.8	23.5	72,311	.3421	728	3.077	75,883	.5163	3,229	13.995	24,307	1,021	12,212	1,403	.4435	71
707.2	4.1878	7.0	167.2	063.667	3.1405	938	3.969	510.842	3.4757	3.055	126,455	101,786	19.982	86,994	10.869	3.4505	8
571.6	3.3848	38.5	128.3	487,128	2.2104	817	3,641	394,896	2.8869	3,078	88,398	81,407	16,869	69,841	9,433	2.5882	76
4,838.1	28.6376	87.9	1,066.4	5,438,141	25.7331	1,124	5,100	3,434,224	23.3864	3,220	911,755	475,948	157,138	537,145	71,398	25.8040	81
897.8	5.3165	5.3	241.2	1,036,197	4.9033	1,154	4,296	848,904	5.7780	3,520	122,821	169,734	19.521	177,100	30,830	5.2478	91
867.3	5.1368	8.4	228,1	1,028,265	4.8657	1,186	4,508	727,558	4.9503	3,190	129,787	174,246	19,781				91
1,181.4	6.9959	4.9	307.0	1,440,834	6.8180	1,220	4,603	1,209,407	8.2288	3,939	198,842	222,590	40,794	253,400	27,512	7,2768	10
1,517.5	8.9861	3.4	418.4	2,185,365	10.3411	1,440	5,223	1,643,363	11.1814	3,928	311,748	306,052	50,929	327,483	39,725	10.3222	11
5,745.2	34.0210	9.4	1,482.4	8,487,763	40.1638	1,477	5,804	5,618,297	38.2269	3,842	1,200,000	738,258	239,610	867.557	149.862	38.3542	11
432.7	2.5623	1.1	85.3	284,825	1.3464	056	3,336	216,139	1.4706	2.534	84,373	91.479	4,703	17,208	2,418	1.0268	6
31.1	.1842	.7	7.0	28,644	.1356	921	4,002	17,732	.1207	2,533	1,081	9,693	21	461	280	.1400	70
16,887.2	100	31.1	4,134.8	21,132,838	100	1,261	5,111	14,807,242	100	3,555	3,220,040	2,395,500	570.389	2,469,888	351,215	100.0000	100
								870			191	142	34	146	21		
											781	579	138	507			
	Tetal (thousands) 99.3 707.2 571.6 4,838.1 897.8 867.3 1.181.4 1,517.5 5,745.2 432.7 31.1	Total (thou-sands) 99.3 .5880 707.2 4.1876 897.8 5.3164 897.8 5.3164 897.3 5.1356 1.517.5 8.9861 5.745.2 34.0210 432.7 2.5623 31.1 .1841 18.887.2 100	Total (thousands) 7.5880 9.8 707.2 4.1878 7.0 571.6 3.3848 38.5 4.836.1 28.6376 87.9 897.8 5.3165 5.3 867.3 5.1368 8.4 1.181.4 6.9859 4.9 1.517.5 8.9861 3.4 5.745.2 34.0210 9.4 432.7 2.8623 1.1 31.1 .1842 .7 18.887.2 100 31.1	Total (thousands)	Total (thousands) 7.5880 9.8 7.0 1612 98.3 .5880 9.8 23.5 72.311 707.2 4.1878 7.0 167.2 983.85 751.6 3.3848 38.5 128.3 47.128 4.836.1 28.6376 87.9 1.066.4 8.438.141 897.8 5.3165 5.3 241.2 1,038.197 887.3 5.1358 8.4 228.1 1,028.285 1.181.4 6.9859 4.9 207.0 1.440.834 1.517.5 8.9861 3.4 418.4 2,185.385 5.745.2 34.0210 9.4 1.492.4 8.487.783 432.7 2.5623 1.1 86.3 284.825 31.1 .1842 .7 7.0 28.644 18.887.2 100 31.1 4.134.8 21.132.838	Total (thou-sands)   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0   7.0	## BUYING INCC ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BUYING ### BU	ESTIMATES   SUVING INCOME.   ESTIMATES   ESTIMATES   1957	STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES   STIMATES	## STIMATES   SULVING INCOME   STIMATES   ST	## BUYING INCOME.    Total (thou-ands)	## BUYING INCOME   Total (thou-canda)	ESTIMATES 1/1/88  Total (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bolds Speak: (thou-bo	## Buying income   Symbol   Formula   ESTIMATES 1/1/88   Sulving income   Strimates   Sulving income   Strimates   Sulving income   ESTIMATES   SUVING INCOME   ESTIMATES   STIMATES   STIM	ESTIMATES    Control   Con		

PRINCE E				SIM								5	sive estima	tes by S	ALES M	ANAGEM	ENT.
City and Population	n iousands	5)	Cour	nty	City	and P	opulatio	n housands)	C	ounty							
Charlottetown 1	16.9	*****	Q	ueens	Summ	erside.		7.4	****	Princ	е						
Kings	17.7			4.4	10,512	.0497	504 2,31			2,327	1,613	4,891	40	1,658	194	.0888	64
Prince	38.0		20.3	8.7	23,581	.1118	621 2,71			3,386	4,428	12,100	81	4,911	489	.1610	72
Summerside	7.4		100	1.7	7,047	.0333	952 4, 14				1,753	5,776	88	3,844	412	.0598	137
Queens	43.6	.2582	4.1	10.4	38,218	.1808	877 3,67	38,187	.2483	3,480	7,956	7,608	900	5,643	720	.2150	84
Charlottetown	16.9	.1001	3.7	3.9	17,115	.0810	1,013 4,3	8 27,858	. 1895		5,574	4,220	734	4,577	720	.1174	117
Total Above Cities	24.3	.1439	***	5.6	24, 162	.1143	994 4,3	44,693	.3040		7,327	9,996	792	8, 421	1,132	.1772	123
Province Total	99.3	.5880	9.8	23.5	72,311	.3421	728 3,07	75,883	.5163	3,229	13,995	24,307	1,021	12,212	1,403	.4435	75
Per Capita Sales								. 784			141	248 1,034	10	123 520	14		1

#### NOVA SCOTIA

City and Population	n lousands	;)	Cou	nty	City	and P	opulation (in thou	sands)	C	ounty		City and		ion thousand	(s)	Coun	ty
Amherst			Н	erland alifax Ireton	Halifa Kentv New (			1		Halifax Kings .Pictou	Tr	dney uro rmouth		32.4 12.6 8.1		Cape Br . Colche . Yarm	ester
Annapolis	21.5	.1273	3.0	5.5	14,998	.0710	698 2.727	14,385		2.612	2,875	2,893	806	3,003	396	.0903	71
Antigonish	13.3	.0787	14.0	2.6	9,278	.0439	698 3,588	11,067	.0753	4,257	1,050	1,982		2,916	134	.0802	76
Cape Breton	126.1	.7468	3.3	26.9	128,698	.0090	1,021 4,784	87,806	.5974	3,284	20,482	12,024	4,529	11,685	1,671	.6331	86
Glace Bay	24.1	.1427	1.5	5.2	21, 164	.1001	878 4.070	19,650	.1338		6,529	3,390	1,154	2,208	341	.1187	83
Sydney	32.4	.1919	3.9	7.0	37,615	.1780	1,161 5,374	38,961	.2651		10,426	3,415	2,774	7,186	703	.2069	108
Colchester	35.3	.2090	1.0	8.8	34 316	.1624	972 3,900	29,382	.1999	3,339	5,803	4,238	681	6,633	638	.1830	88
Truro	12.6	.0746	1.7	3.3	14,043	.0665	1,115 4,255	21,030	.1431	. 1	2,937	1,245	561	4,905	466	.0911	122
Cumberland	39.3	.2327	4.0	10.2	31,028	.1408	789 3.042	31,346	.2133	3,073	7,728	5,706	917	7.861	694	.1839	79
Amherst	10.4	.0616		2.6	9, 122	.0432	877 3.508	16, 120	.1007		3,296	1.850	445	5,323	312	.0668	108
Digby	19.7	.1167	42.1	4.9	16,853	.0797	855 3,439	15,156	.1031	3,003	2,900	3,488	781	3,874	184	.0941	81
Guysborough	13.6	.0805	7.4	3.2	10,441	.0494	788 3,263	4,722	.0322	1,476	1,480	1,618	*****	477	50	.0505	63

*Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775. 

SM, 1958.

ALL SURVEY DATA are available on IBM cards at nominal cost. These cards, as well as IBM listings of data in the "Survey of Buying Power," regrouped according to your sales territories, may be obtained from Market Statistics, Inc., 432 Fourth Avenue, New York 16, N. Y., Phone Murray Hill 4-3559.

PROVINCE	BUYING INCOME	RETAIL	DIGEST
Prince Edward Island	.3%	.5%	.4%
Nova Scotia	3.1	3.5	3.6
New Brunswick	2.2	2.7	2.7
Quebec	25.7	23.4	23.3
Ontario	40.2	38.2	38.3
Manitoba	4.9	4.9	4.8
Saskatchewan	4.9	5.8	4.9
Alberta	6.8	8.2	8.9
British Columbia	10.4	11.2	11.7
Newfoundland	1.3	1.5	1.2
Yukon	.2	.1	.2
	100%	100%	100%

# nly Reader's Digest parallels Canadian retail sales and buying power

Reader's Digest Association (Canada) Ltd.
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#### HALIFAX is one of the 8 Major Cities in Canada With Newspapers Over 106,000 A.B.C.

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A.B.C. 106,013 Daily

NOVA SCOTIA	J	POPULI M ES	ATION STIMAT 1/58	ES	Mall D	EFFEC BUYING ESTIMA	INC					ALCOURAGE TO SERVICE	ALES—196 ESTIMATE				SALE ADV CONTR	1.
COUNTIES	Total (thou- sands)	% of Canada	French Speak- ing*		Net Dollars (806)	% of Canada	Per Cap- ita	Par H'se- hold	Total Flotail Saies (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdse. (\$000)	Furn House- Appl. (\$000)	Aute- motive (\$000)	Drug (\$000)	Buying Power Index	Quality in- dex
Hallfax	200.9	1.2370	4.9	47.8	232,006	1.1007	1,113	4,866	102,662	1.1067	3,403	38,858	33,479	6,940	22,401	3,964	1.1298	9
Dartmouth	22.6	. 1338	4.2	5.4	27,263	.1290	1,206	5,049	20, 104	.1368		6,148	615	779	4,856	505	.1323	91
Halifax	95.2	.5637	6.1	21.8	117,399	.5555	1,233	5,385	126,293	.8593		24,883	20,557	6,076	15,092	3,226	.6483	11
Hants	25.3	.1499	1.0	6.2	22,009	.1042	870	3,550	17,319	.1178	2,793	3,512	5,435	271	3,792	403	.1174	71
Inverness	18.1	.1071	25.2	4.0	10,572	.0500	584	2,643	10,330	.0703	2,583	1,686	5,548	209	650	117	.0875	6
Kings,	39.1	.2316	2.1	9.5	33,207	.1571	849	3,495	24,937	.1007	2,625	5,357	5,288	907	4,880	478	.1758	71
Kentville	5.1	.0302		1.3	4,658	.0220	913	3,583	8,975	.0611		1,833	1,088	474	1,341	253	.0354	11
Lunenburg	34.2	.2025	.6	9.4	31,552	.1493	923	3,357	23,862	.1624	2,539	5,010	4,547	946	5,093	845	.1638	8
Pictou	44.4	. 2625	3.0	11.3	30,130	.1882	881	3,463	35,971	.2447	3,183	10,589	3,599	1,782	8,652	1,054	.2186	8
New Glasgow	10.0	.0592		2.6	10,381	.0491	1,038	3,993	20,073	.1366		3,836	1,624	1,576	4,769	383	.0774	13
Queens	12.8	.0758		3.3	11,519	.0545	900	3,491	9,500	.0846	2,879	2,621	1,686	179	1,725	171	.0818	
Richmond	10.9	.0648	54.2	2.4	7,052	.0334	847	2,938	5,039	.0343	2,100	1,164	2,165		715		.0390	80
Shelburne	14.6	.0864	1.1	3.7	9,839	.0464	672	2,651	7,859	.0535	2,124	1,934	2,955	149	1,341	178	.0566	8
Victoria	8.1	.0480	1.1	1.9	4,932	.0236	615	2,622	3,880	.0271	2,095	962	1,771		767	****	.0295	6
Yarmouth	22.0	.1303	35.7	5.6	15,620	.0739	710	2,789	15,541	.1057	2,775	3,565	3,383	885	2,529	294	.0847	7
Yarmouth	8.1	.0480		2.2	7,556	.0358	933	3,435	12,260	.0834		2,336	3, 123	885	2,275	294	.0525	10
Total Above Cities	220.5	1.3057		81.4	249,201	1.1792	1,130	4,848	283, 475	1.9289		63, 223	44,907	14,724	47,955	6,483	1.4294	10
Province Total	707.2	4.1878	7.0	167.2	063,087	3.1406	938	3,909	810,842	3.4757	3,056	128,455	101,786	19,982	88,994	10,889	3.4506	8
Per Capita Sales Per Household Sales					*******		*****					179 756	144	28 120	123 520	15		1

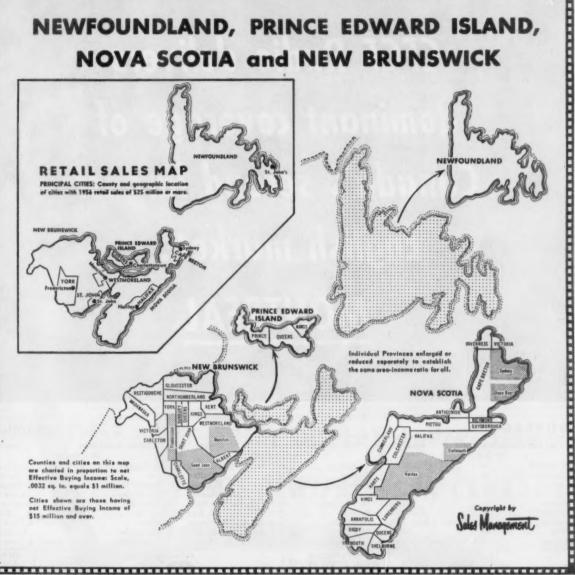
#### NEW BRUNSWICK

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

City and Population	n housand	s)	Cou	nty	Cit	y and I	opulation (in the	ssands)	C	ounty		City and	Populati	ion thousand	ds)	Cour	ity
Fredericton	19.0			. York	Monc	ton	37	.7	Westn	noreland	St.	John		52.9	*****	St.	John
Albert	11.3	.0869	1.5	2.9	8,306	.0416	779 3,037	3,507	.0230	1,209	1,302	918	79	502	79	.0414	62
Carleton	23.6	.1397	1.0	6.0	16,007	.0758	678 2,668	18,606		3,114	2,000	3,347	783	4,744	430	.1039	74
Charlette	24.5	.1451	3.9	6.9	16,594	.0785	677 2,405	19,438	.1323	2,817	5,008	4,037	778	3,296	507	.1000	74
Gloucester	06.9	.3862	89.6	11.6	40,934	.1937	812 3,529	26,822		2,312	5,600	10,587	712	3,100	200	.2308	86
Kent	28.0	,1658	83.4	5.3	14,547	.0688	520 2,745	8,871	.0803	1,674	1,528	3,812	188	1,546	113	.0857	52
Kings	25.0	.1480	1.7	6.7	18,064	.0884	747 2,788	13,428	.0014	2,004	2,882	3,750	248	2,305	364	.1012	88
Madawsska	38.1	.2256	97.3	8.9	31,414	.1486	825 4,553	17,371	.1182	2,518	4,115	2,781	654	3,112	386	.1549	88
Northumberland	48.9	.2896	29.1	10.0	28,803	.1364	585 2,880	28,358	.1929	2,838	6,000	7,050	1,241	5,702	532	.1835	63
Queens	12.8	.0758	6.7	3.1	8,707	.0412	680 2,809	9,645	.0686	3,111	2,333	2,473	130	2,787	82	.0554	73
Restigouche	41.2	,2440	65.3	7.9	38,728	.1832	940 4,902	27,975	.1904	3,541	6,715	4,599	1,283	5,402	537	.1975	81
St. John	84.2	.4986	7.5	21.3	88,948	.4209	1,056 4,178	83,576	.8886	3,924	21,929	10,237	4,878	11,088	2,887	.4808	96
St. John	52.9	.3133	6.9	10.8	58,477	.2767	1,105 5,415	76,303	.5192		18,779	9,901	4,688	9,448	2,810	.3568	114
Sunbury	11.1	.0657	18.3	2.6	7,272	.0344	855 2,797	2,997	.0204	1,153	933	513	69	416	61	.0364	55
Victoria	19.3	.1143	38.4	4.3	11,754	.0556	600 2,733	14,115	.0061	3,283	3,207	2,491	278	3,230	270	.0795	70
Westmoreland	87.8	.5199	43.6	20.4	92,072	.4357	1,049 4,513	72,628	.4941	3,500	14,338	18,691	3,288	11,003	1,618	.4701	90
Moneton	37.7	.2232	33.5	9.4	47,115	.2229	1,250 5,012	53,538	.8643		8,113	15,338	2,698	8,203	1,262	.2654	119
York	48.9	.2896	3.1	12.4	44,081	.2086	901 3,655	47,482	.3231	3,829	9,403	6,141	2,273	11,509	1,178	.2591	89
Fredericton	19.0	.1125	4.8	5.1	22,100	.1046	1,163 4,333	36,818	.2505		6,040	1,981	1,985	9,971	1,059	.1500	133
Total Above Cities	100.6	.6490		25.3	127,692	.6042	1,165 5,047	106,659	1.1340		32,933	37,220	9,871	27,622	5,131	.7722	119
Province Tetal	871.6	3.3848	38.5	128.3	467,126	2.2104	817 3,841	394,886	2.0000	3,078	88,396	81,407	16,866	60,841	9,433	2.5882	76
Per Capita Sales											155	142 635	50 131	122 544			

^{*}Includes people speaking both French and English as well as French-speaking only. See page 776.

#### NEWFOUNDLAND, PRINCE EDWARD ISLAND, **NOVA SCOTIA and NEW BRUNSWICK**



#### NEWFOUNDLAND

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT.

City and Population County (in thousands)

St. John's..... 58.1.....Newfoundland

COUNTIES		POPUL ES 1/		ES	Ma/II	EFFEC BUYING ESTIMA	INC					10/VA	ALES-19				SALE ADV CONTR	1.
CITIES	Total (thou- sands)	% of Canada	French Speak- ing*	House- holds (thou- sands)	Net Dollars (000)	% of Canada	Per Cap- ita	Per H'se- hold	Total Fistali Sales (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdse. (\$000)	Furn Heuse- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Pewer Index	Qual- ity In- dex
Newfoundland	432.7 58.1	2.5623 .3440	0.00	85.3 11.9				3,336 4,488	216,130 91,871			54,373 19,070	91,479 25,193	4,703 2,022	17,206 11,205	2,418 1,586	1.6268	111
Total Above Cities	58.1	.3440		11.9	53,407	.2527	919	4,488	91,871	.6251		19,076	25, 193	2,022	11,305	1,586	.3827	11
Province Total	432.7	2.5623	1.1	85.3	284,825	1.3464	658	3,338	216,139	1.4706	2,634	54,378	91,479	4,703	17,200	2,418	1.0200	
Per Capita Sales Per Household Sales									2,534			126 637	211		40 202	8 28		

*Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775. 

SM, 1958.

9

# **CFCF** Radio delivers dominant coverage of Canada's second largest English market... MONTREAL

~~~~														Sive estim	ates by 3	WIES I	ANAGER	ERI.
City and Populatio	n housand	ls)	Cou	nty	Cit	y and l			usands)	C	ounty		City and	l Populat	ion thousan	ds)	Coun	ity
Chicoutimi. Drummondville. Granby. Hull Joliette. Jonquières. Lachine. Lévis.	26.5 28.4 50.8 17.2 26.5 36.2.M 13.8	font'l	Drum Sh J .Chico & Jesu	mond efford . Hull oliette outimi s Isls. . Lévis	Québe Rimo Rouy St. H St. Je St. Jé St. La	uski n yacinth an rôme	ie	172 15 17 20 25 21	0.0. Mont 2.4	R Témi St. Hy	Québe imous skamir yacinth St. Jea rebonr sus Ial	ki Ting Tine Vin Vine Vin Vine Vin Vine Vin Vine Vin Vine Vine	orel 'hetford l'rois Rivie' alleyfield 'al-d'Or.erdun 'ictoriavil	Mines	17.1 20.6 54.2 23.9 10.2 83.7.1 16.8	Mont'l	Rich Még .St. Ma Beauha Al & Jesus .Arthab	antic urice rnois bitibi Isla.
Montreal11	-			5 1818.				29	0.0	St				t	. 24.1.1	Monti		
COUNTIES	J	POPUL TO	ATION STIMAT 1/58	ES	Malla I	EFFEC BUYING ESTIMA	INC	OME -1957				AFETTEN.	IALES—10: ESTIMATE				SALE ADV CONTR	1.
CITIES	Total (thou- sands)	% of Canada	French Speak- ing*	House- holds (thou- sands)	Net Deliars (000)	of Canada	Per Cap- ita	Per H'se- hold	Total Retail Sales (3000)	% of Canada	Per H'so- hold	Food (\$000)	General Mdse. (\$860)	Furn House- Appl. (\$000)	Auto- metive (\$000)	Drug (\$000)	Buying Fewer Index	Qual- ity in- dex
Abitibl		.6170	92.1	19.1	140,883	.6665	1,352	7,375	08,754	.4678	3,600	18,400	9,731	2,353	16,627	859	.5970	97
Val-d' Or	10.2	.0604		2.1	11,524			5,488	21,585	.1469		5,168	1,075	703	6,920	300	.0834	138
Argentouil	29.4	1	1	7.0	29,350			4,193	21,444		3,063	5,477	2,563	583	5,007	206	.1481	85
Arthabaska	43.0	1		8.6	50,571			5,880	22,757		2,648	6,416		1,275	5,995	205	.2170	85
Victoriaville	16.8	.0998	99.8	3.7	16,842	.0797	1,003	4,552	15,945	.1085		3,902	633	883	8,467	134	.0923	93
Dagot	21.9	.1297	99.8	4.7	15,528	.0736	700	3,304	8,046	.0412	1,206	1,253	1,316	246	945	176	.0780	58
Beauce,	61.8			11.4		.1787		3,313	28,729		2,520	5,224	5,988	1,290	6,535	356	.2212	86
Brauharnois				10.0		.1989		4,203	32,704		3,270	10,786	2,714	1,633	5,551	360	.2185	84
Valleyfield	23.9	.1418	97.2	5.7	20, 189	.0955	845	3,542	22,687	. 1544	7	7,860	1,929	1,424	3,768	171	.1224	87
Bellechasso	26.6	.1678	90.9	4.8	10,913	.0516	410	2,274	8,827	.0464	1,422	1,329	1,994	125	728	47	.0712	45
Berthler	27.0	.1509	99.7	5.6	24,881	.1178	922	4.443	10,812	.0736	1,931	2,928	1,723	320	1,580	96	.1129	71
Bonaventure		.2806	85.4	7.4	23,374	.1106	531	3,159	16,090	.1095	2,174	3,995	5,823	382	3,026	28	.1403	54
Brome	13.9	.0823	55.4	3.4	14,866	.0094	1.055	4.314	5,000	.0340	1,473	1,443	1,382	329	619	42	.0614	75
OF THE PARTY	100.0	7455	00 4	00.0	170 004	0498	4 446	0 100	88 488	9494	4 750	08 110	0.707	816	0 504	1 000	0770	-

Before using these figures read foreword page 775.

The "SM" symbols mark original exclu-

The Greatest SELLING FORCE in French Canada

Again in 1957, and for the sixth consecutive year, La Presse not only exceeded other French publications by millions of lines but also published the

LARGEST VOLUME

of

RETAIL — DEPARTMENT STORE

and

TOTAL DISPLAY ADVERTISING

of

ALL NEWSPAPERS IN CANADA

LA PRESSE

DAILY and ROTOGRAVURE

Concentration in GREATER MONTREAL—a sound policy in French Canada

3

HERE ARE VITAL FACTS **ABOUT THE** OF QUEBEC PROVINC

From whatever angle we look at it, the Greater Montreal Market stands way above balance of the Province in living expenditures, annual turnover as well as per capita retail sales (\$1039 against \$539).

No wonder more and more advertising executives are concentrating in LA PRESSE, the one publication that blankets the BETTER HALF of French Canada, plus providing a substantial bonus circulation outside.

A complimentary copy of Sales Management Survey of Buying Power 1958 Canadian Edition will be gladly mailed on request.

GREATER	Population	%	Annual Retail Sales	%
MONTREAL	2,231,900	46	\$2,037,116,000	59.3
Balance of Quebec Province	2,604,200	54	\$1,397,108,000	40.7

GREATER	QUALITY MARKET *	Per Capita Sales
MONTREAL	110%	\$1,039
Outside	79 %	539
Average for Quebec Province	89 %	711

^{*} Average for Canada is par 100%

There cannot be any doubt that ONE ADVERTISING DOLLAR invested in the Better Half of French Canada will reap more sales than ANY TWO DOLLARS spent in regional markets.

STORE GROUP SALES	GREATI		OF QUEB PROVING	EC
FOOD	\$538,481,000	59%	\$373,274,000	41%
FURNITURE	\$ 94,238,000	60%	\$ 62,900,000	40%
GENERAL MERCHANDISE	\$263,331,000	55%	\$212,617,000	45%
AUTOMOTIVE	\$289,800,000	54%	\$247,345,000	46%
DRUGS	\$ 49,836,000	70%	\$ 21,562,000	30%

LA PRESSE

DAILY AND ROTOGRAVURE

Herd Of Montreal, Canada

U. 5 Representatives Shannon & Associates, Inc.

Toronto Office S. L. Rees, Manager

1

SELL

FRENCH CANADA WITH THESE "WEEKEND" LEADERS

For further information on Canada's French-speaking market, call:

IN CANADA -

MONTREAL—5460 Royalmount Ave., Riverside 7-3501 TORONTO—Bioor Street West, WAInut 2-9546

IN U.S.A. —

HENRY DE CLERQUE INC.
MEW YORK—12 East 41st St., LExington 2-3739
CHICAGO—1529 Tribune Tower, Superior 7-2290
LOS ANGELES—439 South Western Ave., DUnkirk 7-8135

LE PETIT JOURNAL & PHOTO JOURNAL—both unquestioned leaders in their fields—get you big results in Quebec Province, the important French-speaking third of Canada.

Use them for virtual blanket coverage of the province, which is a big 80 per cent of French origin . . . then add the more expensive dailies, if you wish, for spot concentration on particular areas.

ROP color at little more than B&W rates means really reasonable cost for such extensive coverage.





CONCENTRATED CIRCULATION IN QUEBEC PROVINCE

(A.B.C. Reports for 12 months ending March 31, 1957)

131,793

Greatest coverage of ANY publication aimed directly at French Canada's women. (Total circulation—134.946)

272,344

Largest circulation of ALL publications in Quebec Province. (Total circulation—278,256)

QUEBEC	-		ATION STIMAT 1/58	ES		EFFEC BUYING ESTIMA	INC					- CO/TA	ALES-198			7.4	SALE ADV	1.
COUNTIES	Total (Bissu- sands)	% of Canada	French Speak- ing*	House- holds (thou- sands)	Net Dollars (000)	% of Canada		Per H'se- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Foed (\$000)	General Mdse. (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Qual- ity In- dex
Chicautimi	145.9	.8840	98.9	24.7	153,101	.7244	1,040	6,198	76,186	.5184	3,084	25,398	7,687	4,893	14,706	1,118	.6905	80
Chicoutimi	25.3	.1498	99.7	4.4	30,208	.1429	1, 194	6,865	32,987	.2244		6,178	2,225	3,499	8,287	573	.1687	113
Jonquieres	26.5	.1569	99.7	4.8	33,648	.1592	1,270	7,010	19,060	.1297		7,089	2,326	741	3,298	91	.1499	96
Compton	25.6	.1516	81.9	6.4	29,589	.1399	1,155	5,476	8,128	.0583	1,505	2,392	1,945	382	870	53	.1168	77
Deux-Montagnes	28.7	.1700	91.5	8.6	34,358	.1626	1,197	5,208	9,805	.0887	1,486	3,120	1,056	110	1,403	181	.1353	80
Derohester	35.2	.2004	99.5	6.5	17,477	.0827	497	2,689	10,526	.0716	1,619	1,768	4,024	227	869	45	.1046	80
Drummand	56.3	.3334	97.4	11.7	55,671	.2635	989	4.758	40,963	.2787	3,501	11,048	4,126	2,427	7,969	672	.2120	85
Drummondville	26.5	. 1569	96.7	5.9	30,999	.1467	1,170	5.254	24,666	.1678		5,889	1,362	1,613	5,990	419	. 1551	99
Frontenac	31.7	.1877	99.3	5.9	19,200	.0909	606	3,256	13,981	.0951	2,370	3,352	3,111	638	2,329	91	.1115	59
Gaspa	75.2	.4453	90.7	12.4	46,911	.2219	624	3.783	25,636	.1745	2,068	5,531	9,286	579	3,697	194	.2524	67

*Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775.

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ST

AND ONLY
PRIVATE RADIO
& TELEVISION
STATIONS
COVERING QUEBEC'S
ENTIRE
NO. MARKET

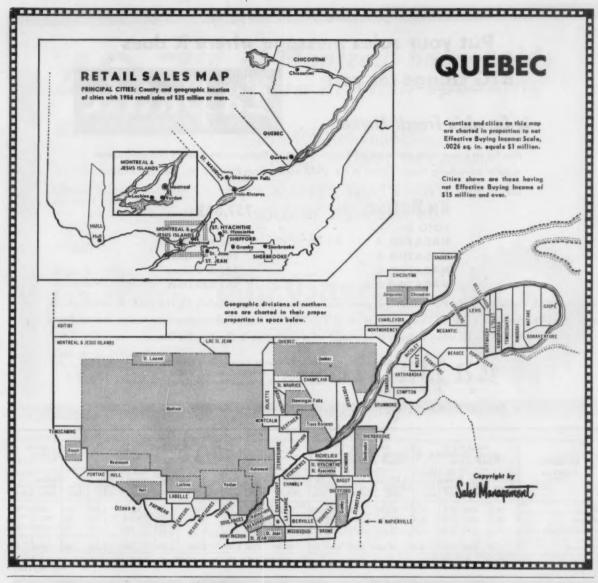
CKRS radio covers them all in Quebec's 3rd market. And talk about fast on the draw! Try it and see which radio voice is boss-man in the rich Saguenay-Lake St. John area.

CKRSRADIO & TELEVISION

The only private radio & TV stations covering the entire Chicoutimi - Lake St. John market

*

y



QUEBEC	-		TION TIMAT 1/88	ES	277	EFFEC BUYING ESTIMA	INC					SQUA	ALES—195 ESTIMATE				SALE ADV CONTR	1.
COUNTIES CITIES	Total (thou- sands)	% of Canada	French Speak- ing*		Net Dellars (000)	% of Canada	Per Gap- Ita	Per H'se- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdss. (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Qual- ity in- dex
Hull	116.1	.6875		25.2	110,773	. \$242		4,396	84,946	.4419	2,577	21,780	6,508	1,750	12,637	787	.6321	77
Hull	50.8		24.00	11.7	52,530				39,150	.2664		14,557	984	1,759	8,189	663	.2644	88
-luntingdon	14.6	.0885		3.6	17,032			4,731	8,529	.0680	2,369	1,351	1,863	186	1,826	92	.0750	87
berville	16.4	.0971	98.3	3.5	20,737	.0981	1,284	5,925	7,390	.0503	2,111	1,335	745	249	1,659	74	.0036	84
foliette	41.9	.2481	99.5	8.6	35,748	.1092	853	4,157	27,706	.1865	3,222	6,388	2,488	1,003	5,688	387	.1908	77
Joliette	17.2	.1019	99.5	3.7	17,442	.0825	1,014	4,714	21,724	.1478		4,608	1,109	988	5,186	328	.1060	104
Camouraska	28.2	.1670	99.9	4.9	17,383	.0822	616	3,548	8,305	.0565	1,695	1,311	3,292	236	941	53	.0914	82
Labelle	29.0	.1717	99.5	5.8	18,975	.9898	654	3,388	15,506	.1055	2,769	2,531	3,250	810	4,205	44	.1109	68
Lac-St Jean	102.0	.8040	99.5	15.9	111,054	. 5255	1,000	6,985	51,361	.3405	3,230	13.841	8,449	3,133	8,208	464	.4884	81
La Prairie	26.9	.1593	81.5	5.8	24,138	.1142	897	4,182	10,052	.0683	1.733	1.588	1,105	195	2,733	98	.1095	65
L' Assemption	30.6	.1812	98.4	6.6	37,018	.1782	1,210	5,009	15,228	.1037	2,307	4,133	1,666	286	3,289	125	.1548	
Levis	48.0	.2843	99.8	9.5	54,028	.2557	1,120	5,887	27,793	.1891	2,926	8,593	2,511	769	6,155	579	.2415	88
Levis	13.8	.0617	99.8	2.7	16,274	.0770	1,179	6.027	15,148	.1031		3,749	152	479	4,921	364		1
L' Islet	24.8	.1450	99.9	4.5	14,794	.0700	604	3,288	7,515	.0511	1,670	1,456	1,869	83	1,612	14		5
Lotbiniere	30.1	.1830	99.5	5.8	17,943	.0849	881	3,094	9,375	.0638	1,616	1.014	2,802	74	2,615	34		5
Maskinenge	21.4	.1267	99.5	4.2	20,230	.0958	946	4.819	8,103			2.015		638	901	128		7

 $^{\circ}$ includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775. © SM, 1958.

47

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Put your sales message where it does

BIG things for you

in Canada's French Market .



Has for six consecutive years led all French-Canadian Rotogravure sections and Magazines in total advertising linage. Here is the 1957 report from Printers' lnk, Jan. 17, 1958:-

40.	40	
# 31	13	atrie
714	4	200000

ROTO B

MAGAZINE A

MAGAZINE B

MAGAZINE C MAGAZINE D 757,643 Lines

697.970 Lines

226,920 Lines

192,190 Lines

191,570 Lines

161,230 Lines

In 1935, the first year La Patrie Roto was published, advertising linage totalled 25,994 lines. As noted above, the 1957 figure was 757,643 lines, an increase of 2900%. This is proof that advertisers realize that La Patrie is the basic medium on which to build a successful sales campaign in Quebec Province.



180 St. Catherine St. E., Montreal, UN. 1-9701 Toronto Office: 19 Melinde St., EM. 4-1016
U.S.A.: Relph R. Mulligen, New York, Chicago, Los Angeles

4 BIG SECTIONS: NEWS, COLOR ROTO, COLOR MAGAZINE, COLOR COMICS

QUEBEC		POPULA ES 1/		ES	(Q/Z)	EFFEC BUYING ESTIMA	INC						ALES—100 ESTIMATE				SALE ADV CONTR	1.
COUNTIES	Total (thou- sands)	% of Canada	French Speak- ing*	House- holds (thou- sands)	Net Dollars (000)	% of Canada	Per Cap- ita	Per H'so- held	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdse. (3000)	Furn House- Aspl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Qual- ity In- dex
Matane	73.6	.4350	99.7	12.0	51.874	.2454	705	4,323	25,588	.1741	2,132	7,830	4,385	1,490	4,577	217	.2822	60
Wegantic	55.7	.3298	97.9	10.9	81,004	.3838	1,456	7,440	24,879	.1693	2,282	6,745	3,234	1,175	3,950	274	.3066	94
Thetford Mines	20.6	.1220	98.5	4.6	24,162	.1143	1,173	5,253	16,317	.1110		4,424	1,358	724	3,246	91	.1149	94
Missisquel	27.5	.1629	82.7	6.3	28,239	.1241	964	4,165	19,495	.1326	3,094	5,349	1,446	812	3,753	180	.1344	83

*Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775.

© SM, 1958

Now 50,000 Watts

Your top French performer DAY and NIGHT in the 31/2 billion dollar Quebec Province market. CKAC MONTREAL

40.7% of Montreal households are English speaking*

a meckan

U.S. REPRESENTATIVE

Gilman, Nicoll & Ruthman 19 West 44th Street New York 36, N.Y.

IN MONTREAL

Allan B. Wilgar Advertising Director P.O. Box 6036

IN TORONTO

George S. Willcocks Ontario Manager 372 Bay Street THE SECOND-LARGEST ENGLISH MARKET IN CANADA

A MARKET THAT'S SOLD ON AND SOLD BY ITS MORNING NEWSPAPER

The Gazette

MONTREAL-CANADA'S BEST NEWSPAPER-ESTABLISHED 1778.

CIRCULATION UP 140% IN 10 YEARS Now over 108,000



QUEBEC		POPULA ES 1/	ATION TIMAT 1/58	ES	(Q/)	EFFEC BUYING ESTIMA	INC					ACUTA.	ALES-19				SALE ADV CONTR	1.
COUNTIES	Total (thou- sands)	% of Canada	% French Speak- ing*	House- holds (thou- sands)	Net Deliars (000)	% of Canada		Per H'se- held	Total Fletail Sales (\$000)	of Canada	Per H'se- hold	Feed (\$000)	General Mdse. (3000)	Furn Heuse- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Quality in- dex
Montcalm	19.1	.1131	98.6	4.0	14,406	.0682	754	3,602	6,214	.0423	1,554	1,868	1,627	192	384	107	.0894	61
Montmagny	26.5	.1500	100.0	5.0	23,106	.1096	874	4,633	12,437	.0846	2,487	2,434	2,138	320	3,310	88	.1116	71
Montmorency	25.7	.1522	99.5	4.7	33,118	.1567	1,289	7,046	5,443	.0371	1,158	2,396	750	112	481	38	.1199	79
Mentreal & Jesus Islands	1,653.9	9.7938	75.9	427.7	2,240,884	10.6038	1,355	5,239	1,718,159	11.8903	4,017	441,579	235,522	82,003	234,813	44,458	10.7678	110
Montreal	1,131.4	6.6997	78.9	294.9	1,429,400	6.7639	1,263	4,847	1,451,974	9.8792		344,618	227, 168	69,814	189,073	35,817	7.6857	115

*Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775.

SM, 1958.

CANADA'S LARGEST
FRENCH MORNING DAILY

85,367

(ABC Publisher's Statement Mar. 31, 1957. Daily net paid Monday to Friday.)

MONTREAL-MATIN

Everywhere you go in Montreal you see Montreal-Matin.

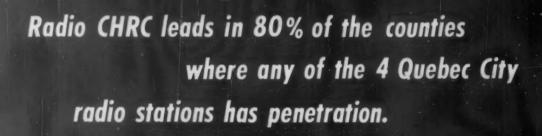
Growing fast!

99,966

November, 1957 (Monday to Friday)

J. J. DeSERRES Advertising Manager 1124 Marie Anne Street E. Montreal 24

4



31 YEARS OF SOUND BROADCASTING

CANADA JOS. A. HARDY & CO. LTD. U.S.A. YOUNG CANADIAN LTD.



OUEBEC			ATION STIMAT 1/58	ES	0011	EFFEC BUYING ESTIMA	INC					MO/III	ALES—190 ESTIMATE				SALE ADV CONTR	1.
COUNTIES	Total (thou- sands)	of Canada	French Speak- ing*	House- holds (thou- sands)	Net Deliars (000)	of Canada	Per Cap- ita	Per H'so- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- held	Feed (\$000)	General Mdee. (3000)	Furn House- Appl. (\$000)	Auto- metive (\$000)	Drug (\$000)	Buying Pewer Index	Quality In- dex
Lachine	36.2	.2144	68.1	9.1	52,133	.2467	1,440	5,729	27,622	.1879		11,207	1,704	1,574	3,778	686	.2226	104
Outremont	30.0	.1776	62.9	7.0	62,486	.3957	2,083	8,222	21,260	.1447		8,887	189	395	753	808	.2268	125
Verdun	83.7	.4956	56.2	22.8	116,576	.5516	1,393	5,113	80,634	.5486		28,946	3,712	4,786	16,415	2,820	.\$395	100
Westmount	24.7	.1463	41.2	6.7	62,593	.2962	2,534	9,342	24,305	.1654		11,083		2,504	2,847	1,503	.2270	158
St. Laurent	42.4	.2511	81.0	10.4	60, 124	.2845	1,418	5,781	20,828	.1417		5,995	564	723	1,900	821	.2350	94
Napierville	10.4	.0616	99.7	2.4	8,019	.0330	771	3,341	5,453	.0371	2,272	803	925	178	1,237	74	.0424	65
Nicolet	31.6	.1871	99.9	6.1	17,718	.0838	881	2,905	11,536	.0785	1,881	1,880	2,803	291	1,142	71	.1029	86
Papineau	30.6	.1812	90.7	8.7	35,441	.1677	1,150	5,290	15,750	.1072	2,351	3,918	2,523	558	2,866	47	.1522	84
Pentiae	21.1	.1249	46.1	4.5	19,177	.0008	900	4,262	9,256	.0630	2,057	1,329	2,990	163	1,945		.0093	71
Portnouf	47.1	.2780	99.1	0.6	86,663	.2778	1,245	6,111	18,727	.1274	1,981	5,422	3,061	750	3,743	98	.2328	81
Quebec	301.2	1.7836	90.2	63.7	345,996	1.6373	1,146	5,432	233,601	1.5804	3,887	82,594	33,662	10,496	38,246	6,982	1.6521	91
Quebec	172.4	1.0200	98.5	39.4	205, 476	.9723	1, 192	5,215	209,771	1.4273		49,606	32,521	10,268	33,739	6,437	1.1186	110
Richellou	37.9	.2248	99.1	8.2	39,949	.1890	1,054	4,872	19,285	.1312	2,382	8,064	2,195	858	3,038	378	.1788	86
Borel	17.1	. 1013	99.2	3.7	19,068	.0902	1,110	5, 154	14, 131	.0961		3, 181	1,783	612	1,828	310	.0042	98

*Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775. © SM, 1958.

Data and Ads Go Together: Read Both

A market is only as good as your chances of selling it. In addition to the basic market data published in this issue, you need to know something about the coverage provided by local media and their command on the interest of readers, listeners and viewers. That's why a study of the advertisements in this issue should be a must.

They not only enable you to weigh your chances of selling the market, but they frequently bring to light significant and helpful comparisons that might otherwise remain hidden in the basic Survey data. And they also spotlight local developments that emphasize the market's continuing growth.

For a realistic appraisal . . . and profitable selections . . . be sure to study both the Survey data and the advertisements.



The territory covered by LE SOLEIL & L'EVENEMENT-JOURNAL is 95% French-speaking. Only 13% of the upopulation is bilingual.



Albert Toppin, Gen. Ad. Mgr. Room 623, 12 Richmond St. E.

LE SOLEIL & L'ÉVÉNEMENT-JOURNAL COVETS à huge area with morning, evening and weekeditions. This same-day coverage fans out from the metropolitan zone of Québec City to the booming northern towns in the Saguenay district eastward to Gaspe's bustling shores.

The widely-read newspaper provides an extensive merchandising service for its ad-

Paul Audet, Room 205, 1500 St. Catherine Street West,

WEllington 2-4928

QUÉBEC CITY:

Home Office, 590 rue de la Couronne, Québec 2, P.Q. Phone: LAfontaine 5-71:

vertisers in obtaining hookers, spot checks,

telephone surveys, promotions, etc.

Why not call one of our representatives and look through several issues of our pictorial daily. Note the many interesting sections of wide appeal, the up-to-date editorial

modern families - households with an average disposable in-

come 8% higher than the All-Canada average.

Over-all daily coverage for dual territory is provided by only one newspaper

style, the fine reproduction of advertising material. We'll be glad to furnish further in-formation about both newspaper and market.

L'ÉVÉNEMENT-JOURNAL

ABC circulation over 125,000

0

Here's why TELEVISION is Greater Quebec's Number One Salesman

• More Persons Per Family

Family size is much higher than in Canada as a whole —5.2 persons per family compared to 3.8. The range of family size, county to county, varies from 4.2 for Quebec to 5.4 for Dorchester.

• TV Set Ownership Greater

Ownership of television sets is 10% higher than the Canadian average—80% of households have TV as opposed to only 70% in Canada.

• Large Reservoir of Purchasing Power

Only 55% of effective buying income spent retail; in Canada as a whole, 71%. Thus indicating a large reservoir of purchasing power not used at retail.

CKMI-TV

REPS
CANADA: STOVIN-BYLES
U.S.A.: WEED TELEVISION

CFCM-TV

REPS
CANADA: JOS. HARDY
& CO. LTD.
(VANCOUVER: JOHN N. HUNT
& ASSOCIATES)
U.S.A.: WEED TELEVISION



QUEBEC			ATION STIMAT 1/88	ES	E9/10	EFFEC BUYING ESTIMA	INC					CVI	ALES—100 ESTIMATE				SALE ADV CONTR	1.
COUNTIES	Total (thou- sands)	% Canada	French Speak- ing*	House- helds (thou- sands)	Net Dollars (000)	% of Canada	Per Cap- ita	Per H'se- heid	Totai Retail Sales (\$000)	% of Canada	Per H'se- held	Food (\$800)	General Mdse. (\$800)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Drug (\$006)	Buying Power Index	Qual- ity in- dex
Richmond	40.2	.2380	89.9	8.5	43,430	.2055	1,080	5,100	23,053	.1569	2,712	6,903	1,184	1,351	4,845	278	.1974	83
Rimouski	64.3	.3808	99.7	10.8	58,983	.2791	917	5,461	33,580	.2285	3,109	7,469	4,941	1,530	7,945	531	.2843	78
Rimouski	15.4	.0912	99.9	2.8	14,483	.0685	940	5,173	17,371	.1182		3,333	1,786	1,004	4,599	253	.0880	96
Rouville	23.0	.1362	94.1	5.1	28,508	.1354	1,143	5,807	12,034	.0618	2,360	2,178	877	302	2,171	86	.1195	
Saguenay	63.2	.3742	82.3	10.3	72,932	.3451	1,154	7,061	26,956	.1834	2,617	3,161	15,185	193	2.918	69	.3024	81
Shofferd	50.3	.2979	94.1	11.4	42,912	.2030	853	3,764	36,699	.2497	3,219	9,814	3,542	1,799	7,394	386	.2360	71
Granby	38.4	.1682	95.9	6.7	26,828	.1269	948	4,004	27,170	.1849		7,424	1,828	1,420	5,888	296	. 1526	91
Sherbreeke	73.6	.4388	86.0	17.2	86,172	.4078	1,171	5,010	87,740	.3829	3,357	18,204	2,477	5,374	9,945	1.451	.4089	94
Sherbrooke	60.7	.3594	91.3	14.3	72,410	.3426	1,193	5,064	54,739	.3724		15,236	2,282	5,265	9,484	1,299	.3549	99
Soulanges	9.0	.0586	97.8	2.2	12,174	.0576	1,230	5,534	4,621	.0314	2,100	519	1,215	56	1.038		.0499	88
Stansland	35.6	.2100	80.5	8.2	32,432	.1535	911	3,955	25,132	.1710	3,065	7,469	3,628	1,020	3,962	371	.1703	81
St. Hyacinthe	41.1	.2433	99.5	9.0	37,701	.1784	917	4,189	82,407	.2205	3,801	6,905	2,649	2,401	5,328	732	.2040	84
St. Hyacinthe	20.5	.1214	99.5	4.4	18,395	.0870	897	4, 181	27,519	.1872		5,661	1,980	2,058	4,995	696	.1239	102
St. Jean	36.0	.2132	94.1	8.1	37,719	.1785	1,048	4,657	30,312	.2063	3,742	7,890	1,975	1,490	5,597	578	.1938	91
St. Jean	25.6	.1516	94.5	5.8	28,411	.1344	1,110	4,898	27,144	.1847		6,716	1,732	1,173	5, 194	570	.1529	101
St. Maurico	105.1	.6224	98.4	22.7	119,184	.5639	1,134	5,250	62,900	.6321	4,003	23,454	7,951	4,841	13,445	1,453	.5960	96
Shawinigan Falls	29.0	.1717	97.6	6.5	35,816			5,510	31,318	.2131		8,922	1,987	1,684	4,203	487	. 1830	107
Trois-Rivieres	54.2	.3210	98.3	11.9	60,893	.2881	1,123	5,117	57, 104	.3885	1	13,425	4,953	2,835	8,988	966	.3248	101

*Includes people speaking both French and English as well as French-speaking only. See page 776. Before using these figures read foreword page 775.

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4-Way Index to Survey Data

A 4-way index listing all the data both alphabetically and in the order of their appearance throughout the book is provided for your convenience on pages 3, 4, 5, 7 and 9. Also included is a special index to the state county-city tables giving, for each state, the page numbers of the map; list of cities with population and number of outlets; population and Effective Buying Income tables; retail sales tables, and the state metropolitan area tables.

YOUR ADVERTISING DOLLAR 46,773,000 IN FRENCH GANADA a profitable investmen

when you advertise in a market of

BES



MORE THAN 740.000 HOUSEHOLDS

MORE THAN 562,000 CANADIAN TV-HOMES

LING FORCE IN FRENCH CANADA CHANNEL

HERBROOKE

QUEBEC	0	POPUL ES 1/	ATION STIMAT 1/58	ES	A COURT	EFFEC BUYING ESTIMA	INC	OME -1957				9/10	ALES—195 ESTIMATE			1	SALE ADV CONTR	
COUNTIES	Total (thou- sands)	% of Canada	French Speak- ing*	House- holds (thou- sands)	Net Deliars (000)	% of Canada		Per H'se- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdse. (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Qual- ity in- dex
Temiscamingue	58.6	.3470	85.6	11.4	77,117	.3650	1,316	6,765	42,200	.2872	3,703	12,177	4,965	2,183	7,354	553	.3381	97
Rouyn	17.8	. 1054	89.8	3.7	24, 455	.1157	1,374	6,600	21,310	.1450		6,014	1,294	1,090	3,773	231	.1224	116
Temiacousta	69.3	.4104	99.9	12.0	53,873	.2549	777	4,489	22,468	.1529	1,872	5,945	3,965	951	4,238	287	.2554	62
Torrebonne	86.4	.5116	95.8	19.4	70,620	.3342	817	3,640	61,193	.4163	3,154	19,800	4,500	2,423	9,450	1,248	.3943	77
St. Jerome	21.4	.1267	99.5	5.0	19,338	.0915	904	3,868	20,659	.1406		10,139	1,031	1,537	2,071	522	.1133	89
Vaudreuil	24.6	.1457	87.4	5.8	23,781	.1126	967	4,100	11,008	.0749	1,898	3,064	1,338	290	2,178	128	.1078	74
Vercheres	22.1	.1306	96.0	4.9	29,200	.1382	1,321	5,959	8,556	.0582	1,746	2,472	846	490	2,025	162	.1128	88
Wolfe	18.9	.1120	97.7	4.3	15,727	.0744	832	3,657	4,993	.0340	1,161	1,426	1,278	176	574	38	.0698	62
Yamaska	16.8	.0094	99.8	3.4	14,827	.0701	883	4,361	4,976	.0338	1,464	2,117	689	192	245	61	.0650	65
Total Above Cities	2,042.5	12.0949		505.0	1,276,242	6.0387	625	2,527	2,364,128	16.0855		603,817	299,667	121,554	354,800	57,656	13.3080	110
Province Total	4,836.1	28.6376	87.9	1,086.4	5,438,141	25.7331	1,124	5,100	3,434,224	23.3864	3,220	911,756	475,948	157,138	537,145	71,398	25.6040	85
Per Capita Sales									718	1		189	96	32	111	15		****
Per Household Sales									3,220			855	446	147	504	67		

0		-	-	100	-	-
	M		А	- 62		

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2

City and Population County City and Population County City and Population (in thousands) (in thousands) 17.9...... .Simcoe Kingston..... 50.8..... Frontenac Kitchener..... 63.2.... Belleville Waterloo ... Essex Brampton.... 13.3.....Peel Leamington 8.2.... Leaside..... Brantford 54.5..... Brant . York Brockville..... 14.3.....Leeds Lindsay 10.2..... Victoria 22.7......Stormont 103.3..... MiddlesexYork ...Welland . 40.4.... Thunder Bay Niagara Falls..... North Bay..... Galt 24.9.... Waterloo . Nipissing 10.5.... Oakville..... Wellington Sarnia..... 35.5..... Halton 52.6.... Hamilton......245.5..........Wentworth Oshawa..... . Ontario 10.7.... Orillia.... . Kenora 14.3. Kenora.... . Simcoe

*Includes people speaking both French and English as well as French-speaking only. See page 776.

The "SM" symbols mark original exclusive estimates by SALES MANAGEMENT

(in thousands) Owen Sound...... 17.5..... Grey Parry Sound 5.4..... Parry Sound Pembroke 16.1 Renfrew
Peterborough 43.8 Peterborough Port Arthur 39.8. Thunder Bay Port Colborne 14.6. Welland St. Catherines 40.4 Lincoln St. Thomas..... 19.4..... . Elgin 45.6..... Lambton Simcoe..... 8.3............Norfolk

Before using these figures read foreword page 775.

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ONTARIO				The "SM" symbols m sive estimates by SALI	ark original exclu-
City and Population (in thousands)	County	City and Population (in thousands)	County	City and Population (in thousands)	County
Smiths Falls 9.1 Stratford 20.3 Sudbury 47.5 Tillsonburg 6.4	PerthSudbury	Timmins 27.7. Toronto 670.0. Trenton 11.9. Welland 16.7.	York Hastings	Weston 9,8 Windsor 122.5 Woodstock 19.0	Essex

OTTAWA

- * Per-household income \$7,350, 2nd highest of major Canadian cities
- * Stability provided by large Civil Service working force
- * Excellent test market

JOURNAL

- * Leading in circulation
- * Leading in ROP color: more color ads in 1957 than any other Ontario newspaper
- * One of the only 4 Canadian finalists in 1st annual ROP color contest

OTTAWA

USE THE

JOURNAL

REPRESENTATIVES: CANADA-E. A. WILLIAMS

U.S.A.-WARD-GRIFFITH INC.

U.K.-D. A. GOODALL LTD.

18

Sell OTTAWA

Canada's Capital City and 5th Metropolitan Market

Through the paper that's FIRST with readers and advertisers

net paid circulation now exceeds 65.000

- 1. Largest city area circulation
- 2. Largest home delivered circulation
- 3. Largest volume of advertising

(classified - retail - general)



Ottawa's Greatest Newspaper

For complete information on this market consult: Cresmer & Woodward: New York, Detroit, Chicago, San Fancisco, Los Angeles, Atlanta. Southam Newspapers: Montreal & Toronto. F. A. Smyth, London, England.

ONTARIO	O O		ATION TIMAT 1/58	ES		EFFEC BUYING ESTIMA	INC					SOUTH .	ALES-19		3		SALE ADV CONTR	
COUNTIES	Total (thou- sands)	% of Canada	French Speak- ing*	holds (thou- sands)	Net Deliars (000)	% of Canada	Per Cap- ita	Per H'se- held	Total Retail Sales (\$000)	% of Canada	Per H'ss- hold	Food (\$000)	General Mdss. (\$000)	Furn,- House- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Qual- ity in- dex
Aigoma	89.2	. 5282	12.3	20.2	122,885	.5815	1,378	6,083	84,119	.5724	4,164	28,078	9,999	2,249	10,945	2,074	.5661	108
Sault Ste. Marie	39.2	.2321	8.0	9.5	65,711	.3100	1,676	6,917	61,234	.4166		20,073	4,394	2,034	8,379	1,565	.3269	141
Brant	80.4	.4761	2.1	21.8	108,939	.5060	1,330	4,905	75,575	.5142	3,467	16,323	6,035	4,052	11,871	1,451	.5025	108
Brantford	54.5	.3227	2.9	15.2	78,686	.3723	1,444	5,177	59,392	.4041		13,086	4,382	3,495	9,294	1,130	.3719	115
Bruce	42.7	.2528	.5	11.8	38,216	.1808	895	3,239	37,525	.2553	3,180	6,500	5,061	1,252	5,996	1,345	.2175	86
Carleton	299.8	1.7753	32.2	73.2	532,920	2.5218	1,778	7,280	263,791	1.7948	3,604	64,618	45,075	10,105	30,122	5,930	2.1544	121
Ottawa	227.2	1.3454	31.5	56.7	416,781	1.9722	1,834	7,350	246, 141	1.6747		60,019	41,543	10,000	28, 494	5,711	1.7576	131
Cochrane,	88.7	. 5253	48.5	20.1	141,813	.6711	1,599	7,055	70,449	.4794	3,505	22,143	8,817	1,703	10,097	1,594	.5845	111
Timminis	27.7	.1640	42.5	6.7	48, 123	.2277	1,737	7,182	31,141	.2119		10,802	2, 118		4,743	667	.2102	128
Dufferin	16.1	.0953	.7	4.5	13,028	.0616	809	2,895	13,107	.0891	2,913	1,245	1,631	341	2,408	314	.0788	80

*Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures rend foreword page 775.

In Ottawa . . THE DECISIONS TO BUY are made at home IN FRENCH

> Metropolitan Ottawa is now 43.9% French. LE DROIT is Ottawa's only French Daily.



HEAD OFFICE AND PLANT: 375 Rideau St., Ottawa H. E. Lemieux, Director of Advertising TORONTO BRANCH OFFICE: 112 Yonge St., EM 3-9903

U. S. REPRESENTATIVES: Shannon and Associates

45

Pierce the heart of London and Southwestern Ontario!

Reap rich returns on your advertising investment, in a market that's able to buy!

Canada's No. 1 test market . . . retail sales at new high!

In 1957, retail sales climbed to \$626,208,000 . . . an increase of \$29,472,000 over '56!*

Capture your full share through the dominant medium!

8 localized editions daily, makes The London FREE PRESS your basic advertising medium.

The London Free Press

Circulation Climbing Too! February Daily Average, 102,488

*Sales Management, '58 Survey of Buying Power

ONTARIO	J		ATION TIMAT 1/58	ES	4077	EFFEC BUYING ESTIMA	INCO					EQ119	ALES-19				SALE ADV CONTR	1.
COUNTIES	Total (theu- sands)	% of Canada	French Speak- ing*	House- holds (theu- sands)	Net Deliars (000)	% of Canada		Per H'se- hold	Total Flotail Sales (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdss. (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Qual ity in- dex
Dundas	17.8	.1036	5.9	4.8	14,849	.0703	849	3,228	17,926	.1220	3,897	3,405	2,077	204	2,961	298	.0024	8
Durham	38.2	. 2263	1.7	10.5	43,190	.2043	1,131	4,113	28,311	.1926	2,696	7,350	2,485	632	5,172	761	.2052	9
Elgin	80.9	.3606	2.0	16.5	84,149	.3982	1,382	5,100	58,270	.3965	3,532	12,677	5,527	2,498	11,685	1,169	.3902	10
St. Thomas	19.4	.1149	1.1	5.8	35,247	.1668	1,817	6,077	34,063	.2318		8,031	2,633	1,685	7,138	732	. 1759	15
Essex	259.6	1.5372	16.0	68.9	440,266	2.0834	1,696	6,390	218,127	1.4841	3,106	54,219	17,351	16,252	29,910	6,332	1.7944	11
Windsor	122.5	.7254	13.0	33.0	221,426	1.0478	1,808	6,709	149,997	1.0206	-	37,772	13,406	12,649	19,016	4,755	.9752	13
Leamington	8.2	.0486		2.5	10,271	.0486	1,252	4,108	15,092	. 1027		3,287	951	870	2,963	284	.0648	13
Frontenac	81.0	.4797	3.9	20.0	105,068	.4971	1,297	5,253	85,197	.4436	3,280	15,975	6,600	3,695	8,981	1,986	.4775	10
Kingston	50.8	.3008	3.9	12.9	74, 183	.3510	1,460	5,751	55,808	.3797	11	13,836	3,337	3,364	7,932	1,743	.3496	110
Glongarry	19.2	.1137	53.5	4.5	12,223	.0578	637	2,716	9,631	.0656	2,140	2,015	1,445	232	1,427	96	.0713	6
Grenville	22.0	.1303	3.8	5.9	23,350	.1105	1,061	3,958	14,697	.1000	2,491	3,451	2,220	312	2,711	318	.1114	85
Grey	62.2	.3603	.8	17.8	63,190	.2990	1,016	3,611	56,407	.3838	3,223	11,922	6,996	2,000	11,829	1,274	.3383	9:
Owen Sound	17.5	. 1036	1.3	4.9	23,060	.1091	1,318	4,706	27,847	.1895		7,094	2,361	1,318	5,726	732	.1321	128
Heldimand	27.0	.1599	1.5	7.4	28,713	.1359	1,063	3,880	29,436	.2002	3,978	5,861	2,313	1,047	5,727	671	.1899	100
Haliburton	8.3	.0491	1.4	2.2	6,236	.0295	751	2.835	7,044	.0480	3,202	2,292	1,596	52	1,093	120	.0390	71
Halton	79.3	.4696	2.8	21.0	196,460	.5038	1,342	5,070	55,320	.3764	2,634	16,182	2,501	1,655	9,600	1,791	.4588	9
Oakville	10.5	.0622		2.8	15,409	.0729	1,468	5,503	18,264	.1243		5,225	639	561	3,521	641	.0862	13
Hastings	87.8	.5199	2.7	22.8	101,537	. 4805	1,156	4,493	86,861	.5010	3,843	20,978	9,151	3,321	17,824	1,944	.5215	100
Belleville	21.0	.1244	2.6	5.9	32, 186	. 1523	1,533	5,455	40,686	.2768		9,453	3,624	2,153	7,573	746	.1841	14
Trenton	11.9	.0706	3.7	3.2	15,877	.0751	1,334	4,961	16,946	.1153		4,958	585	723	3,225	548	.0862	122
Huron	53.1	.3145	2.8	14.4	46,316	.2191	872	3,216	50,378	.3427	3,498	6,944	6,389	1,602	10,080	1,110	.2752	88
Kenera	50.4	.2864	5.5	11.8	72,037	.3409	1,429	6,105	40,437	.2752	3,427	10,288	8,385	555	5,671	750	.3127	108
Kenora	10.7	.0634		2.8	17,926		1,675		15,355	.1045		5,070	970	539	2,137	136	.0864	136
Kent	88.3	. 5229	7.8	24.8	99,195		1,123		103,627	.7061	4,212	19,906	10,171	4,711	19,280	2,452	.5508	100
Chatham	22.7	. 1344	4.7	6.7	33,360		1,470		51,474	.3502		9,463	5,031	3, 135	9,097	1,592	.2109	157
Lambton	. 98.2	.5697	4.9	26.1	133,323		1,306		79,330	.5397	3,039	19,663	8,380	4,854	14,059	1,714	.5913	104
Sarnia	45.6	.2700	8.1	12.4	81,010		1,777		50,038	.3405		14, 192	4,387	4,207	7,065	1,292	.3478	126
Lanark	39.2	.2321	2.3	10.2	48,452	. 2292	1,236	4,750	40,421	.2750	3,983	9,377	4,103	1,491	7,457	853	.2438	100
Smith Falls	9.1	.0539		2.5	15,095		1,658		17,906	.1211		3,722	967	882	3,852	317	.0828	15
Leeds	45.0	. 2665	3.9	11,6	52,552		1,168		41,905	.2852	3,613	9,092	5,078	3,300	6,197	916	.2832	91
Brockville	14.3	.0847	4.9	3.9	20,735	.0981	1,450	5,316	23,348	.1521		4,796	1,902	2,682	3,085	413	.1116	13
Lenex & Addington	72.5	.1332	.9	5.9	17,786	.0841	790	3,011	18,452	.1255	3,127	3,418	2,821	174	3,944	351	.1963	8
Lincoln	120.9	.7159	3.6	32.1	178,175	.8431	1,474	5,551	105,129	.7153	3,275	26,166	8,990	6,263	17,133	2,558	.7793	100
St. Catherines	40.4	.2392	4.2	11.9	67,222	.3181	1,664	5,649	74,996	.5103	-	17,547	6,700	5,721	12,575	1,715	.3600	15

*Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775.
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LONDON—CANADA

In Canada: All-Canada Radio

ONTARIO	•		ATION STIMAT	ES	607A	EFFEC BUYING ESTIMA	INC						ALES-195				SALE ADV CONTR	
COUNTIES	Total (theu- sands)	% of Canada	French Speak- ing*	House- holds (thou- sands)	Net Dollars (000)	% of Canada	Per Cap- ita	Per H'ae- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdse. (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Quai- ity In- dex
Manitoulin	11.1	.0656	1.8	2.7	8,925	.0422	804	3,306	7,914	.0539	2,931	1,451	2,278	77	1,227	260	.0505	77
Middlesex	202.9	1.2018	2.1	54.9	298,021	1.4150	1,474	5,447	199,690	1.3586	3,637	41,928	21,164	12,198	31,502	5,998	1.3553	113
London	103.3	.6117	2.4	29.1	168,785	.7987	1,634	5,800	164,874	1.1218	1	34,075	17,663	11,306	24,720	5,132	.8582	14
Muskoka	25.6	.1516	3.6	7.0	25,055	.1186	979	3,579	30,098	:2048	4,300	8,552	3,833	602	5,171	725	.1511	100
Nipissing	84.7	.3831	48.2	14.4	78,434	.3711	1,212	5,447	58,383	.3973	4,084	14,774	7,301	2,264	10,801	1,300	.3814	10
North Bay	21.8	.1291	25.1	5.4	36,859	. 1744	1,691	6,825	37,585	. 2557		8,862	3,852	1,878	6,702	863	.1897	143
Norfolk	47.7	.282	2.0	13.2	43,924	.2078	921	3,328	48,195	.3143	3,500	9,984	4,236	1,959	6,964	1,018	.2547	91
Simcoe	8.3	.0491		2.5	11,795	.0558	1,421	4,718	22,910	.1559		5,016	1,148	1,125	3,829	541	.0845	17
Northumberland	40.0	.238	1.3	10.8	40,347	.1910	1,000	3,736	27,968	.1903	2,589	6,568	2,814	1,350	5,019	573	.1999	
Ontario	117.3	.004	2.0	30.3	157,231	-7440	1,340	5,189	112,334	.7643	3,707	28,301	9,105	4,031	20,694	2,672	.7402	10
Oshawa	52.6	.311	5 2.4	13.9	83,824	.3967	1.594	6,031	72,641	.4942	300	18.943	4,974	3,355	12,690	1,297	. 4089	13
Oxford	68.0	.402	1.2	18.6	78,429	.3711	1,153	4,217	71,806	.4885	3,861	13,472	6,863	2,719	12,949	1,427	.4127	10
Woodstock	19.0	.112	1.4	5.5	27,059	.1280	1,424	4,919	26,530	.1805		5.871	2,484	1,173	4,367	610	.1407	12
Tillsonburg	6.4	.0379	9	1.9	8,552	.0405	1,336	4,501	16,367	.1114		3,467	1,188	657	2,745	138	.0613	16
Parry Sound	28.7	.170	6.1	7.3	30,078			4.120	18,890	.1288	2,588	4,984	4,112	629	3,216	245	.1437	8
Parry Sound		.032	0		6,887	. 0326	1.275		9,634	.0655		2,775	1,280	392	1,736	139	.0424	13
Peel	95.2	.563	2.9	24.5	169,718	.8031	1.783	6.927	55,134	.3751	2,280	13,361	3,088	1.353	12,425	2,268	.6268	11
Brampton	13.3	.078	3	3.6	18, 102	.0857	1,361	5,028	18,148	. 1235		4,629	1,681	564	3,874		.0957	12
Perth	56.8	.334	8. 8	15.7	70,867	.3355	1.258	4,515	63,107	.4294	4.020	10,847	6,172	1,863	13,507	1,405	.3635	10
Strationi	20.3	.120	2 1.1	5.9	31,386	.1485	1,546	5,319	31,649	.2153		5,621	2,309	1.057	6.974	666	.1629	13
Peterbarough	71.0	.420	1 1.7	18.7	92,455	.4375	1.302	4.944	71,514	.4866	3,824	17,432	7,695	3,621	10.042	1,809	.4488	10
Peterborough	43.8	.259	4 2.0	11.8	64,731	.3063	1,478	5,486	60,508	.4117		15, 251	5,259	3,443	8,093	1,627	.3285	12
Prescott	28.9	.150	8 E7.0	5.9	22,352	.1057	831	3,788	19,635	.1336	3,328	3,324	3,922	676	3,493	142	.1248	7
Prince Edward	22.2	.131	1.5	8.1	17,230	.0816	778	2,825	17,636	.1200	2,891	3,601	1,533	632	3,086	465	.1031	7
Rainy River	26.9	.150	7.1	6.7	31,470	.1488		4,697	24,413	.1661	3.844	6,452	4,142	489	3.783	531	.1561	9
Renfrew	83.0	.491	9.7	19.1	78,659	.3722		4,118	86,256	.4508		15,578	9,919	2.296	11,650	1.465	.4197	8
Pembroke	16.1	. 0953	3 17.9	3.7	17,737	.0839	1.102	4.794	22,569	. 1536		5,478	2.094	1.405	4, 171		.1071	11

 $^{\circ}$ Includes people spanking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775 © SM, 1958

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KITCHENER-WATERLOO RECORD

circulation 33,413

KITCHENER

ONTARIO

ONTARIO	J	POPUL M ES	ATION STIMAT 1/58	res	40773	EFFEC BUYING ESTIMA	INC					MOVED.	ALES—100 ESTIMATE				SALE ADV CONTR	1.
CETTES	Total (thou- sands)	% of Canada	French Speak- ing*	holds (thou- sands)	Net Dollars (000)	% of Canada	Per Cap- ita	Per H'se- ho d	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdes. (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Quality in- dex
Russell	19.6	.1161	83.8	4.2	12,519	.0592	639	2,981	8,473	.0578	2,017	1,258	3,223	132	1,256	97	.0701	84
Simcoe	135.4	,0010	8.5	33.9	146,370	.8926	1.081	4,318	127,928	.8704	3,774	29,520	12,065	3,488	24,418	2,786	.7677	96
Barrie	17.9	.1060	2.9	5.0	27,323	.1293	1.526	5,465	35,083	.2387		6,931	1,748	831	8,049	761	.1575	149
Orillia	14.3	.0847	1.9	3.9	17,808	.0843			26,145	.1779		5,366	1,790	975	4,304	536	.1125	133
Stormont	59.8	3541	43.7	14.0	75,832	.3589			56,849	.3868	4.061	15,352	5,615	2,121	8.787	919	.3863	100
Coenwall	18.5	.1096	36.2	4.4	26,958	.1276			38,397	.2613		9,078	3,391	1,787	6,082	719	.1641	180
Sudbury	155.6	.9214	40.0	34.5	249,897	1,1825	1,606	7,243	128,008	.8574	3,652	37,542	19,209	5,370	18,703	2,396	1.0328	112
Sudbury	47.5	.2813	38.7	11.6	80,459	.3807	1,694	6,936	86,345	.5875		18,121	8,410	5,076	15,838	1,534	.4229	150
Thunder Bay	130.2	.7710	6.3	31.8	180,578	.8545	1,387	5,679	118,814	.8084	3,738	29,969	23,323	2,677	19,267	2,263	.8240	107
Fort William	40.4	.2392	2.7	10.2	58,996	.2792	1,460	5,784	43,178	. 2938	1	13,606	6,345	1,669	5,500	857	.2756	115
Port Arthur	39.8	.2357	4.0	10.3	57.627	.2727	1.448	5.595	50,019	.3403		11,562	7,614	891	9,553	490	. 2856	121
Timiskaming	50.9	.3014	28.9	12.6	81,894			6,484	44,258	.3011	3,513	13,471	8,512	1,011	6,911	1,065	.3438	114
Victoria	28.8	.1708	1.1	8.2	29,050	.1375	1,009	3,543	33,150	.2256	4,043	6,067	4,866	1,202	5,982	593	.1706	100
Lindmy	10.2	.0604		3.0	13,230	.0626	1,297	4,410	22,210	.1511		4,513	2,268	1,111	4,130	345	.0887	147
Waterlee	158.2	.9368		41.5	212,382	1.0050	1.342	5,118	150,280	1.0225	3,621	30,667	11,220	8,317	23,623	2,629	.9906	100
Galt	24.9	.1474	2.1	7.0	37,186	.1760	1,493	5,312	26,156	.1780		7,252	1,298	1,834	3,745	555	.1700	116
Kitchener	63.2	.3742	2.5	16.9	90, 136	. 4265	1,426	5,333	72,463	. 4930		14,395	6,361	4,893	11,990	1,224	.4360	117
Welland	160.3	.9492	7.5	41.8	257,280	1.2174	1,606	6,185	130,849	.8903	3,145	39,850	7,771	8,291	17,125	3,840	1.0856	113
Niagara Falls	24.1	.1427	5.4	6.5	41,495	.1964			46,062	.3134		12,627	3,322	3,206	5,928	1,712	.2208	188
Welland	16.7	.0989	16.9	4.4	27,114			6, 162	29,334	.1996		8,129	2,084	2,296	4,249	536	.1438	148
Port Colborne	14.6			3.9	27,522			7,057	11,979	.0815		3,920	998	1,117	1,166	273	.1069	124
Wellington	79.4	.4700	1.4	21.2	98,388	.4656	1,230	4,841	68,325	.4649	3,223	14,508	4,804	2,845	11,482	1,559	.4063	91
Guelph	35.5	.2102	1.7	9.6	49,787	. 2356	1,402	5,186	39,329	.2676		9,059	2,104	1,996	6,703	938	.2401	114
Wentworth	336.9	1.9950	2.7	88.0	555,346	2.0279	1,648	6,311	314,463	2.1396	3,573	71,700	38,989	13,603	46,657	9,878	2.3549	111
Hamilton	245.5	1.4538	3.0	64.6	415,846	1.9678	1.694	6,437	282,885	1.9247		64,958	36,572	13,282	40,668	9,149	1.8521	12

*Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775. O SM. 1958.

SUDBURY An "A" MARKET In Every Sense of the Word!

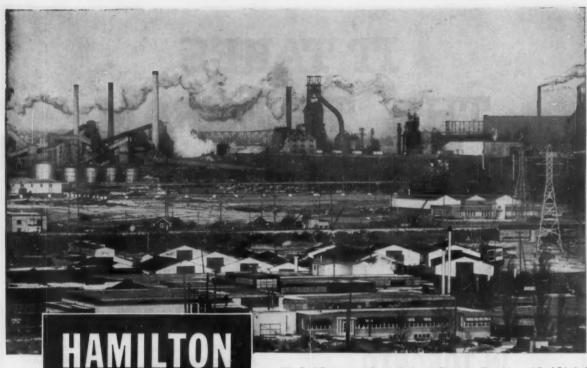
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5th LARGEST CITY*-Y

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THE TELEGRAM

DAILY-WEEKEND

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Sales Management 1957

ONTARIO	-	POPUL/ ES 1/	1914 D.O. A. T	TES	ACT N	EFFEC BUYING ESTIMA	INC					THE E	ALES—196 ESTIMATE				SALE ADV CONTR	1.
COUNTIES	Total (thou- sands)	% of Canada	French Speak- ing*	House- helds (thou- sands)	Net Dollars (000)	% of Canada	Per Cap- ita	Per H'se- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Foed (\$000)	General Mdse. (\$000)	Furn House- Appl. (\$000)	Auto- motivo (\$000)	Drug (\$000)	Buying Power Index	Quality in- dex
York		9.1602			2,711,376			0.10.00				379,390	311,708	79,171		777	12.0773	
Toronto		3.9675			1,250,530							235,798	301, 146	69,086	186,824			170
New Toronto	11.7		0	2.7				7,873				6,787	399	841	5, 183		.1190	1
Leaside	16.6	.0983	3.2	5.0	49,460	.2340	2,980	9,892	21,849	.1487	,	6,024	401	327	4,529		. 1813	184
Weston	9.8	.0580		2.6	19,598	.0927	2,000	7,538	20,438	. 1391		4,002	279	216	5, 371	948	.0097	172
Total Above Cities	2,384.7	14.1214	+1+	610.1	4,060,358	19.2134	1,703	6,655	3,808,474	25.9129		800,632	530,392	193,816	555,528	99,971	20.2052	143
Province Total	5,745.2	34.0210	9.4	1,462.4	8,487,763	40.1638	1,477	5,804	5,618,297	38.2269	3,842	1,289,989	738,258	239,810	867,557	149,862	38.3542	113
Per Capita Sales									978			221	128 505	42 184	151	26		

"Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775. © SM, 1958.

To be sure that you're basing your selection of markets and media on all available factors, study both the Survey data and the Survey advertisements.



and they're "better customer" readers, too!

The Globe Magazine now has the lowest cost per thousand of any Canadian magazine. More important still is the quality of the readership: 240,000 of those "families most able to buy" in Metropolitan Toronto and throughout Central Ontario! Distributed exclusively with The Weekly Globe and Mail, and the only locally edited rotogravure magazine covering this rich territory, The Globe Magazine serves a market where almost one-third of all retail purchases are made!

The Globe Magazine

MANITOB	_							-						sive estima	ates by Si	LES M	ANAGEN	ENT
City and Populatio	n housand	(s)	Cou	nty	Cit	y and F			usands)	C	ounty		City and	Populat (in	ion thousand	ds)	Coun	ity
Brandon Dauphin	25.8			sion 7 on 13	Porta	ge la Pi	rarie	11	.0	Di	vision		t. Bonifac	e	29.5 259.9		Divis Divis	
COUNTIES	-		ATION TIMAT 1/58	ES	AQUA!	EFFEC BUYING ESTIMA	INC	OME -1957				COLUM	ALES—186 ESTIMATE				SALE	1.
CITIES	Total (thou- sands)	% of Canada	French Speak- ing*	House- helds (theu- sands)	Not Dellars (000)	% of Canada	or Cap- ita	Per H'se- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdse. (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Qual- ity in- dex
Division 1	25.0	.1480	23.1	5.8	17,330	.0020	653	2,963	18,540	.1281	3,197	2,468	5,212	96	4,731	173	.1084	73
Division 2	38.5	.2298	15.5	9.1	28,445	.1348	733	3,126	30,741	.2092	3,378	3,074	5,968	297	8,226	491	.1760	77
Division 3	22.2	.1314	15.1	6.1	22,594	.1069	1,018	3,704	15,518	.1056	2,544	2,093	3,385	95	3,082	267	.1114	88
Division 4	14.4	.0853	3.8	4.2	20,357	.0963	1,414	4,847	13,884	.0944	3,306	2,024	1,615	173	2,596	275	.0936	110
Division 5	62.9	.3725	6.2	16.9	65,669	.3108	1,044	3.886	21,879	.1489	1,295	7,209	4,962	125	3,597	648	.2745	71

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Manitoba listeners are noticing the difference . . .

Early in 1958 CKRC installed, and began broadcasting with a revolutionary new transmitter, the first of its kind in commercial broadcast use in the world. This was done with no fanfare or publicity—we wanted to find out if this new excellence of sound would be noticed by our listeners. We are pleased to report that within a few weeks, hundreds of phone calls and letters were received, and many drove to our transmitter . . . all wanting to know what we had done to give the listener such a pure, clean sound. A sound that is broadcast with HI-FI quality.

Although this may not affect you the advertiser and agency, directly, we hope it does serve as a reminder that CKRC is constantly striving for perfection in broadcasting-therefore the clear reception of the advertiser's message by our listeners,-your customers.

> For details and availabilities about our new sound, contact Reps: All-Canada Radio Facilities. In U. S. Weed & Co.

from the Red River Valley Radio 630 WINNIPEG

MANITOBA		POPUL/	ATION TIMAT 1/58	ES	(TOTAL)	EFFEC BUYING ESTIMA	INC					Mall D	ALES-190				SALE ADV CONTR	V.
COUNTIES	Total (theu- sands)	% of Canada	French Speak- ing*	holds (thou- sands)	Net Dollars (000)	% of Canada	Per Cap- ita	Per H'se- held	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdse. (\$000)	Furn House- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Qual ity in- dex
Division 6	378.3	2.2402	9.7	100.9	526,469	2.4912			196,086	2.6950	3,926	76,324	109,974	14,381	58,875	10,505	2.5022	113
Winnipeg	259.9	1.5390	4.5	70.8	377,528	1.7865	1,453	5,332	344, 170	2.3417		58,083	105,469	13,376	52,234	8,994	1.9036	124
Portage la Prairie	11.0	.0651		2.8	11,022	.0522	1,002	3,936	14,517	.0988		3,871	1,111	526	2,255	272	.0688	100
St. Boniface	29.5	.1747	42.2	7.6	39,134	.1852	1,327	5,149	13,766	.0937		4,408	120	153	1,006	501	. 1557	81
Division 7	47.3	.2800	4.7	12.5	46,699	.2210	987	3,736	46,280	.3149	3,702	6,155	6,513	2,260	8,791	777	.2610	93
Brandon	25.8	. 1528	2.6	6.7	33,005	. 1562	1,279	4,926	34,721	.2362		4,737	4,441	1,863	6,093	498	.1795	117
Division 8	22.8	.1351	4.7	6.4	21,193	.1003	930	3,311	16,296	.1108	2,548	2,691	2,340		2,073	537	.1104	83
Division 9	76.7	.4541	3.5	20.0	89,179	.4220	1,163	4,459	43,588	. 2985	2,178	12,031	2,426	593	6,382	1,141	.3907	84
Division 10	18.6	.1102	2.3	5.1	19,165	.0907	1,030	3,758	15,774	.1073	3,093	1,849	3,014	401	3,335	209	.0996	96
Division 11	24.2	.1433	4.7	7.1	26,484	.1253	1,094	3,730	22,130	.1506	3,117	2,748	3,944	127	5,144	898	.1365	96
Division 12	23.5	,1302	10.3	5.9	17,919	.0848	763	3,037	12,397	.0843	2,101	1,506	4,854	132	2,056	275	.0965	86
Division 13	23.9	.1415	12.2	6.4	18,249	.0863	784	2,851	19,905	.1355	3,110	2,489	4,115	249	3,448	284	.1121	71
Dauphin	6.2	.0367	***	1.8	5,431	.0257	876	3,017	13,344	.0908		1,767	3,728	165	2,297	176	.0474	129
Division 14	22.1	71300	1.7	6.1	17,687	.0837	800	2,900	17,228	.1172	2,824	1,442	3,937	279	3,618	484	.1032	71
Division 15	12.3	.0729	7.0	3.2	10,296	.0487	837	3,218	10,400	.0707	3,250	883	1,886	145	2,144	223	.0801	81
Division 16	54.3	.3215	5.0	12.4	80,530	.3811	1,483	6,494	26,929	.1833	2,172	4,804	10,201	428	2,379	528	.3099	96
Total Above Cities	332.4	1.9683	***	89.7	466, 120	2.2058	1,402	5,196	420,518	2.8612	1	72,866	114,869	16,083	63,885	10,441	2.3550	120
Province Total	867.3	5.1358	8.4	228.1	1,028,265	4.8857	1,186	4,508	727,588	4.9503	3,190	129,787	174,246	19,781	120,487	17,495	4.9451	96
Per Capita Sales Per Household Sales									539			150	201 764	23 87	139	20		

*Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775.



B DOMINATES* THE GREATER WINNIPEG

LATEST ELLIOTT-HAYNES

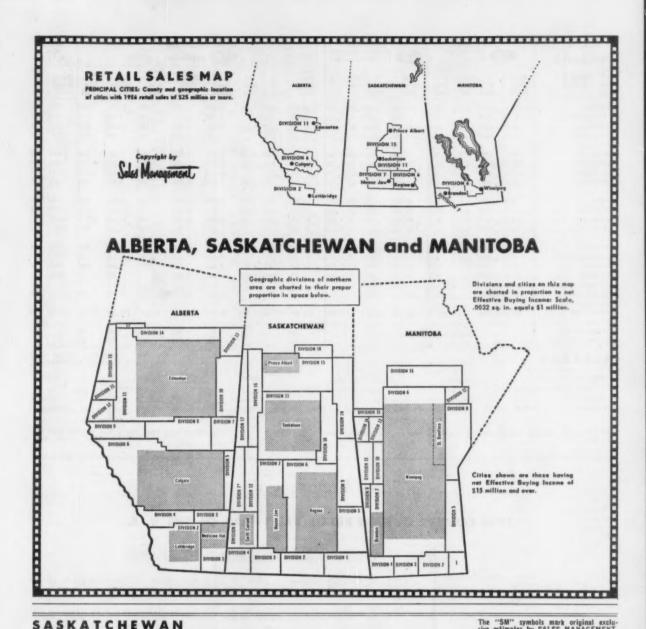
* LATEST B.B.M.

* LATEST CLYDE MCDONALD

REPS: In Canada - Radio Representatives Ltd. In U.S.A. - Young Canadian Limited

The Survey of Buying Power

Where Advertisers and Agencies MEET and AGREE



JAJKAIG		** *												sive estim	ates by S	ALES M	ANAGEM	ENI.
City and Populatio	n housand	ls)	Cou	inty	Cit	y and l			usands)	C	County		City and	Populat (in	ion thousand	ds)	Coun	ty
Moose Jaw North Battleford Prince Albert			Divis	ion 7 ion 16 ion 15		toon					vision vision	11 V	wift Curr Veyburn orkton		7.8		Divisi Divisi	ion 2
COUNTIES	_	POPULA ES 1/	ATION TIMAT 1/58	TES	- COTTA	EFFEC BUYING ESTIMA	INC					A COURS	ALES-191 ESTIMATE			-	SALE ADV CONTR	1.
CITIES	Total (thou- sands)	% of Canada	% French Speak- ing*	House- holds (thou- sands)	Net Deliars (000)	% of Canada	Per Cap- ita	Per H'se- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Feed (\$000)	Géneral Mdss. (\$600)	Furn House- Appl. (\$000)	Auto- metive (\$800)	Drug (\$000)	Buying Power Index	Quality in- dex
Division 1	37.4			10.1	38,545			3,816	30,808	.2103		5,691	4,663	243	8,412		.1986	90
Division 2	33.6 7.8			8.8	32,460 10,920	100000	0.00	3,689 6,424	34,264 14,358	.2331	3,894	5,025 1,838	4,826 1,946	359 287	8,189	747 316	.1886	139
Division 3	29.8			8.2		10000		3,015	27,903		3,403	3,403	4,815	328	5,086	403	.1507	85
Division 4	17.6	.1043	9.3	5.2	22,517	.1066	1,279	4,330	13,124	.0093	2,524	2,153	1,356	116	3,785	277	.1010	97
Division 5	46.4	.2747	3.1	12.8	40,833	.1932	880	3,190	43,139	.2935	3,370	4,052	8,927	753	9,613	888	.2396	87
Division 6	139.3	.8240	3.6	37.8	192,156	.9083	1,379	5,124	180,462	1.2274	4,811	26,272	51,361	4,873	27,496	3,839	.9679	120
Regina	98.4		2.9	27.0	153,221	.7250	1,557	5,675	140,630	.9568		20,761	46,326	4,746	20,980	3,295	.7661	131
Division 7	61.1			16.5			1,637		90,032	.3404	3,032	8,496	8,729	1,704	11,500	937	.4110	114
Moose Jaw	30.9	.1830	2.4	8.8	54,588	.2583	1,767	6,203	35,061	.2386		6,000	5,889	1,676	7,619	752	.2373	130

includes people speaking both French and English as well as French-speaking only.
 See page 776.

Before using these figures read foreword page 775.

SM, 1958.

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SASKATCH.			ATION STIMAT 1/58	ES	407	EFFEC BUYING ESTIMA	INC					ACCURACY.	ALES-18				SALE	V.
COUNTIES	Total (thou- sands)	% of Canada	French Speak- ing*	House- holds (thou- sands)	Net Dollars (000)	of Canada	Por Cap- ita	Per H'se- hold	Total Retail Sales (\$000)	of Canada	Per H'se- hold	Food (\$000)	General Mdse. (\$000)	Furn Heuse- Appl. (3000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Qual ity in- dex
Division 8	41.1	.2434	1.5	11.8	41,589	.1968	1,012	3,524	39,202	.2868	3,322	4,636	4,935	1,248	10,724	897	.2271	
Swift Current	11.2	.0663		3.4	16,000	.0762	1,437	4,735	15,943	. 1085		1,861	1,793	860	4,984	477	.0839	12
Division 9	52.3	.3007	1.0	14.2	49,205	.2320	941	3,465	46,166	.3141	3,251	6,603	7,593	1,480	10,588	890	.2727	
Yorkton	8.6	.0500		2.4	12,925	.0612	1,500	5,385	17,875	.1196		2,114	2,658	1,508	5,087	483	.0767	15
Division 10	35.4	.2006	1.5	9.3	37.675	.1783	1.064	4.061	30,281	.2060	3,256	2,575	7,129	154	7,827	704	. 1928	8
Division 11	109.2	. 6467		30.8	174,430			5.700	109,358		3,574	19,859	17.428	4,921	21,759	4,013	.7653	110
Saskatoon	77.4	. 4583	2.9	22.3	129,569			5.810	83,390	.5674		15, 363	13,220	4.882	15,364	3,501	.5684	12
Division 12	28.6	.1693	1	7.9	26,720			3,302	24,435		3,093	3,898	3,888	83	5,902	713	.1470	87
Division 13	33.7	, 1996	1.3	9.0	30,834	.1449	909	3,404	30,190	.2054	3,354	3,967	4,240	183	6,622	572	.1739	87
Division 14	53.1	.3144	5.7	14.4	45,141	.2137		3,135	53,031		3.683	7.078	10,613	717	12,023	1,321	.2780	81
Division 15	83.0	.4915	10.3	20.7	87.946	.4161	1.080	4.249	65,924	.4485	3,185	8,996	12,088	1,186	14.374	1,270	.4400	
Prince Albert	22.1	. 1306	9.3	5.9	29,783	.1409			27,486	.1870		4,558	4, 231	1,024	5,591	591	. 1527	11
Division 16	45.3	.2863	11.3	11.7	43,783	.2071	900	3.740	38,562	.2624	3,296	5, 595	7.990	748	8,146	1,894	.2359	8
North Battleford.	9.3	. 0551		2.7	10, 463	. 0495		3,875	17,445	.1187		2,880	1,348	730	4,651	375	.0714	130
Division 17	29.0	.1717		7.9	26,667	.1263		3.378	27.334	.1860	3,460	2,893	7.210	427	5,360	699	.1533	81
Division 18	21.9	.1297		4.6	21,178	.1002	-	4,604	4,650		1,013	963	1,903		805		.0856	6
Total Above Cities	265.7	1.5734		74.2	417,568	1.9759	1,572	5,628	351,888	2.3943		55,919	76,862	15,733	67,979	9,790	2.0209	12
Province Total	897.8	5.3100	5.3	241.2	1,036,197	4.9033	1,154	4,298	848,904	5.7760	3,520	122,821	169,734	19,821	177,100	20,840	5.2478	9
Per Capita Sales Per Household Sales									946			137	199 704	22 81	197 734			

ALBERTA						
AIREDTA	-	900	-	Min.	-	40.
	-	100	-	10	т.	-

				The extinuates my SML	S MANAGEMENT.
City and Population (in thousands)	County	City and Population (in thousands)	County	City and Population (in thousands)	County
Calgary		Edmonton	Division 2	Red Deer 13.1 Wetaskiwin 4.6	

Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775. © SM, 1958.

Sales Management's

1958 COUNTY OUTLINE RETAIL SALES MAP OF THE U. S.

Shows at a glance comparative

Retail Sales Strength

of every county

... 27" x 41"

. . . in 6 colors

- 1. All Metropolitan County Areas clearly defined.
- County names . . . for all U. S. Counties . . . most legible of all the many outline maps we have seen.
- 3. Differences in retail sales volume indicated by County shadings . . .

Red—for counties with \$100 million or more.

Green—for counties with \$50 million to \$100 million.

Yellow—for counties with \$25 million to \$50 million.

Blue—for counties with \$10 million to \$25 million.

- 4. 1750 cities with retail sales of \$20 million or more.
- 5. City populations indicated—(as of January 1, 1958).
- Special blown-up projections of all congested small-county areas, with county lines and names clearly indicated.
- Special markings indicate counties whose family sales exceed U. S. family average.

PRICE: \$3.50 a single copy; \$3.00 each for two or more copies

SALES MANAGEMENT, 386 Fourth Avenue, New York 16, N. Y.

ALBERTA	0	ES ES	TIMAT	POPULATION ESTIMATES 1/1/58				OME -1957	RETAIL SALES—1987 ESTIMATES								ADV CONTR	1.
COUNTIES Total (thousands) Canada (thousands)	holds (thou-	Net Dollars (000)	% of Canada	Per Cap- ita	Per H'se- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdse. (3900)	Farn House- Appl. (3000)	Auto- motive (\$000)	Drug (\$800)	Buying Power Index	Qui ity in de			
Division 1	43.8	. 2594	1.3	11.6	56,226	.2755	1,329	5,019	41,958	. 2855	3,617	9,488	4,283	1,650	10,402	727	.2753	
Medicine Hat	21.9	.1297	1.8	6.3	33,736	.1596	1,540	5,355	25,756	.1752		5,732	2,803	1,231	6,284	336	. 1583	
Division 2	81.7	.4838	2.3	21.0	102,859	.4868	1,289	4,898	93,596	.6368	4,487	18,849	10,364	3,077	20,315	2,313	.5312	
Lethbridge	31.4	.1850	1.7	8.6	44,709	.2116	1,424	5,199	49,911	.3396		9,351	3,466	2,144	10,781	1,045	.2449	
Division 3	13.8	.1113	2.0	4.9	19,610	.0928	1,043	4,002	15,443	.1051	3,182	2,296	2,341	177	3,773	324	.1002	1
Division 4	29.8	.1768	1.6	8.1	34,271	.1621	1.150	4,231	25,534	.1737	3.152	5,386	2,143	348	5,995	643	.1684	1
Division 5	16.7	.0989	1.6	5.0	19,431	.0920	1.164	3,886	12,536	.0053	2,507	2.355	1,626	144	3,000	278	.0014	1
Division 6	279.9	1.6574	2.8	77.1	385,310				364,427			64,936	71.060	15,926	85,657	8,404	1,9000	12
Calgary	190.6	1.1287	2.8	54.9	296,730				259, 196	1.7636		45,901	84,073	11,716	45,356	5,503	1.4569	12
Division 7	23.7	.1996	4.9	8.4	33,884	1804	1 006	4.034	30,042	2044	3,576	3,354	5,265	384	7,507	786	.1815	1
Division B		.5122		22.3	88,890			3,986	100,196	.6818		12,905	9.407	2.308	29,431	2,493	.5172	10
Red Deer		.0776		3.5	13,866			3.962	22, 122	. 1505	7,700	2.526	2,489	2,067	6,220	267	.0935	15
Camrone	6.2			1.5	6,879			4.586	14,087	.0058		2,159	532	684	3,798	524	,0524	14
Wetaskiwin	4.6	.0272		1.3	5,100			3,923	15,142			990	1.181	170	6,223	270	.0484	17
Division 9	32.4	.1918		8.9	38,793			4,350	19,398		2,180	2,812	4,776	462	3,702	618	.1698	8
Division 10	51.4	.3044	1.9	13.3	59,906	.2835	1.165	4,504	38.787	.2639	2.918	4,768	6,050	905	9,569	089	.2818	1
Division 11	334.2	1.9798	6.0	83.3	451.883				352,743		4,235	59,063	78.657	13.664	86,924	8,284	2.1845	11
Edmonton	237.1	1.4040		60.1	337,363			12,000	275,941		1,000	43,438	60,636	11,258	52,182	6,682	1.6423	11
Division 12	18.8	.1113	3.1	5.1	20,878			4,094	11,562	1000000	2,267	2,494	2,715	80	2,352	238	.0952	1
Division 13	32.1	.1901	23.4	7.4	28,831	.1350	889	3,856	17,604	.1196	2,379	1,685	4,838	174	4.041	228	.1415	7
Division 14	47.9	. 2836	10.1	12.2	44.837	.2122		3,675	35.013	2382		3,436	8,856	706	8,288	656	.2343	8
Division 15	23.2			5.7	17,109	.0009		3,002	17,920		3,144	2,661	4,030	314	4,467	287	.1045	7
Division 16	38.1	. 2256	4.6	10.1	31,440	.1488	898	3,113	29,861	.2032	2,957	2,000	6.586	439	7.712	505	.1806	8
Division 17	12.4	.0735		2.0	5,176	.0245		1,991	2,787		1,072	106	1,593	56	156	59	.0326	4
Total Above Cities	504.9	2.9898		136.2	738, 392	3.4941	1,462	5,421	662, 155	4.5052		110,097	125, 180	29,270	130,844	14,627	3.6967	12
Province Total	1,181.4	6.9959	4.9	307.0	1,440,834	6.8180	1,220	4,803	1,209,407	8.2288	3,939	198,642	222,590	40,794	253,400	27,512	7.2768	16
Per Capita Sales Per Household Sales									1,024		000000	168 647	188 725	35 133	214 825	23		

BR	IT	15	H	CO	L	UN	1B	IA

			sive estimates by SAL	LES MANAGEMENT.
City and Population (in thousa	 City and Population (in thousands)	County	City and Population (in thousands	
Chilliwack 7.7 Kamloops 9.3 Kelowna 9.3 Nanaimo 14.2 Nelson 7.3	 New Westminster 32.4 Penticton 12.2 Port Alberni 11.0 Prince George 12.0	Division 3	Prince Rupert 11.0 Trail 11.4 Vancouver 371.1 Vernon 9.3 Victoria 55.4	Division 2 Division 4 Division 3

COUNTIES	POPULATION ESTIMATES 1/1/58				NET EFFECTIVE BUYING INCOME ESTIMATES—1967				RETAIL SALES—1957 ESTIMATES								SALES ADV. CONTROLS	
CITIES Total % F	French Speak- ing*	House- holds (thou- sands)	Net Dollars (000)	% of Canada	Per Cap- ita	Per H'se- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Food (\$000)	General Mdse. (\$000)	Furn House- Appl. (\$000)	Auto- motivo (\$000)	Drug (\$000)	Buying Power Index	Qual- ity in- dex		
Division 1	32.4	.1918	3.4	8.5	54,536	.2681	1.683	6,416	32,900	.2239	3.872	7,432	5.578	564	7,072	533	.2468	122
Division 2	69.0	.4086	2.7	19.1	115,320			6.038	65,670			14.584	11.770	2,661	13,084	1,288	.4886	120
Nelson	7.3	.0432		2.2	11, 150			5.068	17,791	.1210		3,069	1.707	821	5,661	267	.0713	165
Trail	11.4	.0675		3.2	19,980			6.244	20,736	.1411		4, 261	2,989	1,210	4, 428	357	.1031	153
Division 3	89.2	. 5282	2.9	25.0		.3707		3.134	97,732		3,909	22,624	9,906	1,898	22,781	2,201	.4905	93
Kelowna	9.3	.0551		2.9	9,165	.0434	988	3,160	19,698	. 1340		3,791	1,586	770	3,737	317	.0729	132
Penticton	12.2	.0722	2.4	3.5	12,387		-	3,539	19,560			4, 295	1.532	417	5, 153	468	.0837	116
Vernon	9.3	.0551		2.5	8,316			3,326	19,852	. 1351		3,006	1,714	440	5,728	569	.0713	129

"Includes people speaking both French and English as well as French-speaking only. See page 776.

Before using these figures read foreword page 775

4-Way Index to Survey Data

A 4-way index listing all the data both alphabetically and in the order of their appearance throughout the book is provided for your convenience on pages 3, 4, 5, 7 and 9. Also included is a special index to the state county-city tables giving, for each state, the page numbers of the map; list of cities with population and number of outlets; population and Effective Buying Income tables; retail sales tables, and the state metropolitan area tables

SHE ... YOU GET COMPLETE COVERAGE OF B. C.'S SECOND LARGEST MARKET WITH

THE DAILY COLONIST AND VICTORIA DAILY TIMES

The TIMES and the COLONIST.—Victoria's two dailies—reach every section of the city. Between them, they go into every Victoria house, every day . . . a blanket coverage, at a single cost. Try out the effectiveness of your advertising plans with the complete coverage of the Colonist and Times!

VICTORIA PRESS LIMITED

Publishers

A. M. COLONIST

P. M. TIMES

Households in Greater Victoria-40,323 (Bursay of Economics and Statistics, 1936 Estimate)

Combined City Zone Circulation-41,023
(ABC Publisher's Statement)

September 30th, 1957 -Combined Total Daily Circ. 52,293

National Representatives: W. H. AUSTIN & CO., Toronto 1, Ont.
CRESMER & WOODWARD, INC., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

ALBERTA COUNTIES CITIES Total (thou-of Speak-side) (thousands) Canada ing° sands)	J	ES	TIMAT	ES	BUYING INCOME ESTIMATES—1957				RETAIL SALES—1987 SM ESTIMATES								SALE ADV CONTR	1.
	(thou-	Net Dollars (000)	% of Canada	Per Cap- Ita	Per H'se- hold	Total Retail Sales (\$000)	% of Canada	Per H'se- hold	Food (3000)	General Mdse. (\$000)	Furn Heuse- Appl. (\$000)	Auto- motive (\$000)	Drug (\$000)	Buying Power Index	Qual ity in- dex			
Division 4	827.9	4.9026	3.5	233.6	1,286,178	5.9915	1.529	5.420	979,234	6.6627	4,192	171,115	181,442	32,917	195,995	26,515	5.9751	12
Vancouver	371.1	2.1975	3.5	107.6	695,356	3.2904	1,874	6,462	704,286	4.7920		99,981	148,036	25,235	146,345	18,440	3.5223	160
New Westminster	32.4	.1919	4.0	8.8	50,774	.2403	1,567	5,770	67,929	.4622		12,070	9,333	2,686	14,276	1,309	.2972	15
Chilliwack	7.7	.0456		2.3	9,629	.0456	1,251	4, 187	23,411	.1593		2,967	2,247	1,100	5,416	615	.0797	178
Division 5	277.0	1.6403	3.6	78.7	417,592	1.9760	1,508	5,306	285,872	1.9451	3,632	55,715	57,273	9,290	52,907	6,139	1.8996	110
Nanaimo	14.2	.0641		4.3	24, 113	.1141	1,698	5,608	28,965	.1971		2,914	4,712	590	8,652	489	.1330	158
Victoria	88.4	.3281	3.5	17.1	83,573	.3955	1,500	4.887	139,275	.9476		20, 424	30, 181	6,848	25,783	2,533	.5477	167
Port Alberni	11.0	.0651		2.7	15,557	.0736	1.414	5,762	16, 197	.1102		1,706	3,943	511	3,199	369	.0829	127
Division 6	60.3	.3570		15.5	71,835	.3390	1,188	4.622	52,055	.3541	3,358	15,529	11,741	673	8,492	762	.3471	97
Kamloops	9.3	.0551		2.4	15,682	.0742	1,686	6,534	21,623	.1471		4,820	2,263	481	3,980	447	.0923	168
Division 7	22.4	.1327	3.3	5.4	36,570	.1731	1,633	6,772	18,399	.1252	3,407	2,688	8,575	340	1,414	184	.1506	111
Division 8	89.8	.4133	4.0	17.2	69,828	.3304	1,000	4,000	65,491	.4456	3,808	13,861	10,831	1,863	15,435	1,230	.3816	91
Prince George	12.0	.0711		2.7	14,613	.0691	1,218	5,412	22,030	.1499		4,278	1,877	1,456	5,513	450	.0937	133
Division 8	46.0	.2724	3.4	9.6	64,280	.3042	1,397	6,096	23,559	.1803	2,454	5,812	4,114	832	3,073	492	.2546	93
Prince Rupert	11.0	.0651		2.9	17,849	.0845	1,623	6,155	16,685	.1135	-	4, 168	1,413	745	2,135	403	.0893	137
Division 10	23.5	.1392	4.1	5.8	11,079	.0524	471	1,910	22,442	.1527	3,869	2,376	4,824	91	7,230	381	.0000	72
Total Above Cities	578.6	3.3967		165.1	968, 144	4.6760	1,723	5,995	1,138,038	7.7432		171,779	213,503	43,310	240,006	27,033	5.3404	15
Province Total	1,817.8	8.9861	3.4	418.4	2,185,365	10.3411	1,440	5,223	1,643,383	11.1814	3,928	311,746	306,082	80,929	327,483	39,725	10.3222	111
Per Capita Sales Per Household Sales												205 745	202 731	34 122	216 783	26 95		
YUKON N	OR	TH	W E	ST	TER	RIT	OF	Y										
Yukon-Northwest Territory	31.1	.1842	.7	7.0	28,644	.1356	921	4,092	17,732	.1207	2,633	1,681	9,603	21	461	260	.1400	71
Torritory Total	31.1	.1842	.7	7.0	28,644	.1356	921	4,002	17,732	.1207	2,533	1,081	9,603	21	481	200	.1409	71
Per Capita Sales Per Household Sales								1				35 154	312 1,385	1 3	15	8		

"BEST BUY" in Non-Metropolitan British Columbia

British Columbia's Greatest Agricultural Region
"The Land of Milk and Money"
Served by

CHWK "Voice of Fraser Valley" in Chilliwack, British Columbia

Reps.: All-Canada and Weed & Co.

Almost 100% Saturation

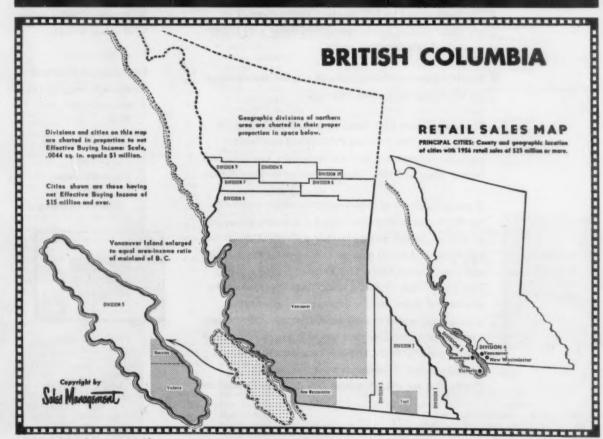
That's the strength of Vancouver daily newspapers in Vancouver city and retail trading zone

In Vancouver City and Retail Trading Zone, the dynamic Sun-Province combination has a combined circulation of 255,539. Only the afternoon Sun and the morning Province can do the kind of selling job you want. It's an effective coverage no other medium can match—almost 100% saturation of the West's richest market!

Pacific Press

The Vancouver Sun . The Province

Rapaxi
Toronto: Manager, R. C. Boyd,
Star Bidg., 30 King Street West
Mantreel: Manager, Milt Beninea, 625 Shall Tewer Bidg.
U.S.A.: Cresmer & Woodward
Int. (Canadism Division) New
York, Chicage, Detroit, San
Frentisco, Las Angelor, Arlento. United Kingdom: D. A.
Goddell Ltd., 4 old Berlingten Street, Lendon, W.I.,
Francisco, Las Lagelou, W.I.,
Francisco, Landon, Landon, Landon, Landon, Landon, Landon, Landon, La



MAY 10, 1958

What does a good advertising gain mean these days?

Bill Brothers Publications, with 9 publications in 9 different fields, had a 21.8% gain in dollar volume in January and February 1958 over January and February 1957... (the gain in pages was 10.3%)

Here are three significant conclusions an advertiser may safely draw from this performance record:

- 1 The fields served by Bill Brothers Publications are vital, volatile, highly specialized fields with highly specialized informational needs.
- 2 The Bill Brothers Publications do a better than average job of serving these needs, editorially.
- 3 Many important advertisers have faith in these fields and recognize Bill Brothers Publications as effective ways to communicate with the important specifiers and buyers. They back this faith with their advertising dollars.

BUSINESS IS WHAT MAKE IT

YOU

If you are with one of those companies which are busily cutting expenses in preparation for a severe recession, or with an agency having trouble with client pessimism, we recommend to you a recent talk made by the publisher of Sales Management, Phil Salisbury, before the Eastern t.f. Club. It does a better demolition job on the prophets of doom and the exponents of gloom than anything we've seen in some time. (Sample: "Never have I known of a company that was able to economize itself into a profit.") Phil's talk has been reprinted into a booklet entitled "Business is what you make it." Copies of it are available from Bill Brothers Publications. Brothers Publications 386 Fourth Avenue New York 16. New York

in Industry Plastics Technology Rubber World

Premium Practice Sales Management Sales Meetings Tide

in Marketing

in Merchandising Fast Food Floor Covering Profits Tires TBA-Merchandising



Each Bill Brothers Publication is a member of one or more of the following: ABC · BPA · NBP

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KCMO-Radio (Kansas City, Mo.) KCMO-TV (Kansas City, Mo.) KCRA-TV (Sacramento, Calif.) KCTV-TV (San Angelo, Tex.) KCTV-TV (San Angelo, Tex.) KENS-TV (Pittsburgh, Pa.) KENS-TV (San Antonio, Tex.) KERG (Eugene, Ore.) KERO-TV (Bakersfield, Calif.) KETV (Omaha, Neb.) KEY-T (Santa Barbara, Calif.) KFDM & KFDM-TV (Beaumont,	479 479 263 716 639 685 618 237 494 254	Lansing State Journal, The La Patrie La Presse	451 796 793 801 420 .633 803 799 799 396 500 343	Institute
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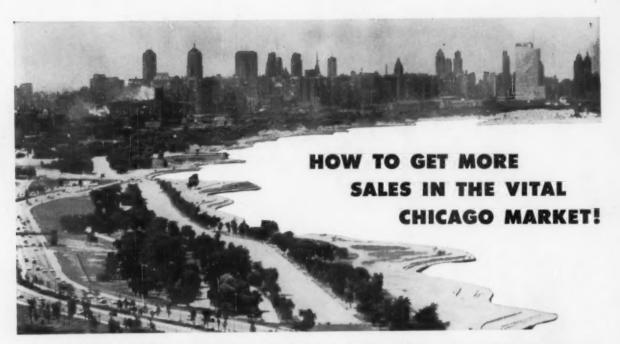
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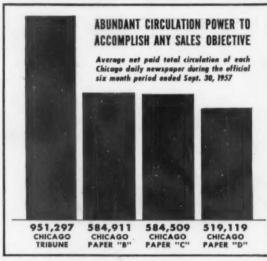
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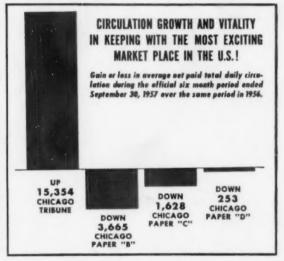
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